|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Current** | **Business problem**  *What is the current problem experienced by the business?* | **Current users & Customers**  *Who are the current users and customers?*  *How are we retaining them?* | **Product/service/process benefits**  *What are the current benefits of the product/service offering?* | **Cost categories and Revenue streams**  *What are the cost categories and new revenue streams of the business* |
| **Change event/transformation activity required to move from current to future / desired state through innovation** | **Innovative solutions to transform the business**  *List solutions that may solve the identified problem for the existing business? This could be a new product or service offering OR a new process within the business.* | | | |
| **Transformed future** | **Solution to business problem**  *What is the new solution to identified business problem to enable business transformation? Outline value proposition* | **New customers**  *Identify new customer segment/s as a result of the new solution to your identified problem.*  *How will we retain them? (Get-keep-grow)* | **Product/service/process benefits**  *What are the future benefits delivered by the product/service?* | **Changes in costs and revenues as a result**  *How will the pricing model change?*  *What will the new breakeven point be?* |

**Transforming business process**

Review your existing business model and then complete the transforming business process activity below.