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| --- | --- | --- | --- | --- |
| **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.