

Workshop 2: “The Developing Business Model”

Due by midnight, 17 March 2019, to info@thepick.co.nz

What is the purpose of my business?

.....
.....
.....
.....
.....
.....

Who pays **me** for my product or service?

.....
.....
.....
.....

Who uses or experiences my product or service?

.....
.....
.....
.....
.....
.....
.....
.....

Who benefits from my product or service?

.....
.....
.....
.....
.....
.....
.....
.....

Customer segment statement

My business has customer segments:

1.who
.....

They want
.....
.....

2.who
.....

They want
.....
.....

3.who
.....

They want
.....
.....

4.who
.....

they want
.....
.....

Value Proposition Statement (complete one for each customer segment):

For (customer segment)
.....
.....
...

who (statement of the need or opportunity)
.....
.....

our (product / service name).....
.....
.....

is (product category).....
.....
.....

that (statement of benefit)
.....
.....

For (customer segment)
.....
.....
.....

who (statement of the need or opportunity)
.....
.....

our (product / service name).....
.....
.....

is (product category).....
.....
.....

that (statement of benefit)

.....
.....

For (customer segment)

.....
.....
...

who (statement of the need or opportunity)

.....
.....

our (product / service name).....

.....
.....

is (product category).....

.....
.....

that (statement of benefit)

.....
.....

For (customer segment)

.....
.....
.....

who (statement of the need or opportunity)

.....
.....

our (product / service name).....

.....
.....

is (product category).....

.....
.....

that (statement of benefit)

.....
.....