



Assumptions extractor - Business model canvas.

This tools will help you to draw out the most important assumptions to be tested in your business model

Guidelines

- 1. Be clear.
- 2. Your assumption needs to be measurable.
- 3. Don't create long assumptions. One fact per assumptions.

How to use it?

Read the questions in this cheat sheet, and rewrite them for your value proposition. An assumption should be a statement about a real work fact. For instance: "we assume that our customers would prefer to subscribe rather than paying for a single use of our product".

Work the whole business model canvas

You need to draw assumptions for all the parts of the business model canvas. Take in mind that you might have worked with the value proposition canvas before, so it's a good idea to import all that work into the bigger canvas.

Work one element at a time for 5 minutes, and then move into the next one.

Try to also link assumptions between different sides. For instance, how the kind of relationship with the client might affect the monetization model?

How can you test them? Which KPI would you choose? Would testing unreliable, expensive or take a lot of effort?



Answer these questions and draw your assumptions!

Customer relationships

We believe that our clients would prefer a (single payment/monthly subscription/pay per use/freemium/fee payment/yearly subscription/etc) service.

We believe that we can achieve user fidelity and advocacy using the following system... .

We believe that the customer will engage with the following feature... .

Customer channels

We believe the our customer could be reached through the following channels (marketplace/app/email/wallet/offline/etc)...

We believe that our customer would prefer to get the service/solution through the following channels (app, website, platform, mail, concierge, etc)...

We believe that the best way to grow our customer base is... .

Monetization

We believe that our target customer will be ready to pay for the following feature...

We believe that the best revenue model *to create a sustainable business* is ...

We believe that the price per unit a customer is willing to pay is ...

Cost Structure

We believe that we will need to pay for...

Key resources

We believe that our key resources is..

Key activities

We believe that in order to provide the value desired to the client we should perform the following activity...

Key Partners

We believe that in order to provide our value proposition we need the collaboration of the following partners