

Sourced Canvas® framework and system is developed by Anar Rustamov, Ph.D ([www.anarrustamov.com](http://www.anarrustamov.com))

Sourced Canvas® is a magnificent framework to empower a Perfect Business Mindset

Real Case Study  
can be found in  
[www.sourcedcanvas.com](http://www.sourcedcanvas.com)

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GROW  
YOUR  
BUSINESS

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Sourced Canvas® is a breakthrough and innovative system that helps companies to visualize all business actions in one frame and to foster a digital transformation process.

Sourced Canvas® is a magnificent framework to empower a Perfect Business Mindset and develop 3 Business Roles

## 01 REVENUE GENERATORS

## 02 COST REDUCERS

## 03 DATA LEADERS

- Revenue Generations
- Niche Customer Segmentation
- Hypothesis Making
- Product Development
- Cost Reductions
- Financial Projections
- Competitor Analysis
- Decision Making Criterias
- Customer Satisfactions
- Minimum Defects
- Data Analysis
- Discovering Business Stoppers etc.

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Sourced Canvas® consists of 6 canvas domains.

Each canvas domain has its own topics:

1

## General Description:

- Short description of the company

4

## Competitor

- Competitor
- Competitor Description
- Provided Services
- Features of each Provided Services

5

## Problem Statement

- Customer Segmentation
- Problem Description
- Number of Potential Customers
- Number of Real Customers
- Provided Services

2

## Current Business Process Mapping

- Provided Services
- Business Process Diagram
- Entity Diagram
- Key Partners
- Key Resources
- Customer Dissatisfaction Criteria
- Revenue Stoppers

3

## Provided Services as a Solution(s)

- Service Name
- Advantages
- Technical Advantages
- Value Proposition
- Features

6

## Financial Projection

- Financial Period
- Assumption # of Customer
- Revenue Stream
- Details of Revenue Stream
- Cost Stream
- Details of Cost Stream



Sourced Canvas® is a magnificent framework to empower a Perfect Business Mindset and develop 3 Business Roles. They add huge business values to their own company/startups or to the company they are working for.



Sourced Canvas® is a magnificent framework to empower a Perfect Business Mindset

## Revenue Generators,

### 01 who know

- How to create new digital product
- How to generate niche customer segmentation
- How to create new digital services for individual marketing
- How to determine customer pain and requirements
- How to do market research to figure out potential and real customers
- How to propose a better digital services as a solution
- How to analyze competitor's behavior
- How to prepare business model

## Cost Reducers,

### 02 who know

- How to optimize business process management
- How to determine customer dissatisfaction criterias
- How to determine revenue stoppers
- How to analyse financial projections
- How to determine communication channel stoppers with customers

## Data Leaders,

### 03 who know

- How to set hypothesis and manage data scientist
- How to work with master data
- How to analyse risks based on data
- How to analyse customer satisfactions based on data
- How to analyse success rate of provided services based on data
- How to analyse losses and damages in business process based on data
- How to manage people's mind with data

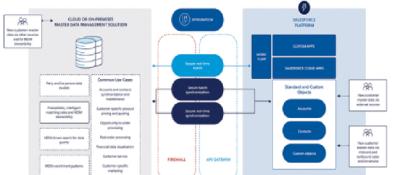
# Sourced Business Model Canvas

## General Description

File -> View -> Insert -> Format -> Tools -> Table -> Help ->



Main challenges in development of business application are accurate analyze of requirements, efficient management of requirements and effective management of requirements. Most of the time spent on design and coding upon any change request, affordable price and so on. Currently available business application development environment covers all the features mentioned above. Just design your requirement in **SalesForce Working Space** and within some seconds get the downloadable or the cloud based Business Application including bunch of features such as use-case diagrams, business process and work flow diagrams and other hundreds of analytical tools at affordable price.



## Problem Statement +

#	Segment	Problem Description	# Potential Customers	# Real Customers	Provided Services	Key Resources	Key Partner
1	Companies using Cloud ERP	Has difficulties in multi layer integration services	10M	2M	Computer Communication, Cloud and Cluster integration tools Enterprise Architecture and Business Process Management Live Prototype Design		
2	Companies using SalesForce Cloud Services	Deployment takes huge amount of time	500K	220K	AI and BI Analytical tools Business Analysis tools		
3	Fast growing companies in service sector developing online services	Business analysis takes huge amount of time	600K	230K	Business Application Development Environment Computer Communication, Cloud and Cluster integration tools		

## Provided Services as a Solution(s) +

#	Service Name	Advantages	Technical Advantages	Value Proposition	Features
1	Business Application Development Environment	✓ Business Application Environment is totally free-of-charge. ✓ Novel Business Process Notation developed by our team.	✓ Salesforce Pardot is cloud based business application Development Environment. ✓ It's main function is visually represent business requirements via SalesForce Pardot.	✓ Easy Integration ✓ Easy Analytics	✓ - Performance of user ✓ - Frequently changing field ✓ - List of unused inputs ✓ - Type forecasting
2	Business Analysis tools	✓ AI and BI systems based on graphical prototyping wizard help to define requirement precisely. ✓ Having hundreds of analytical features including data mining, reports and use cases at affordable price.	✓ Automatically creation of business application including database, user interface, UI/UX design and source codes. ✓ Customer can modify GUI design by their preferences.	✓ Fast Modeling ✓ Fast Visualizations	✓ - Single records based data mining tools ✓ - Work flow and business process analyzer ✓ - Employee performance indicator in real-time
3	AI and BI Analytical tools	✓ Reducing project duration to the time of the analysis of the scope or requirement. ✓ Easy integration with other systems ✓ Multilingual	✓ Other features (such as user administration, rule/risk management, report generators and etc) are built in. ✓ Created business application can be deployed on customer's private networks or can be used in SalesForce Cloud.	✓ Manual and Automated Pivot Tables	✓ - Sales forecasting according to the specified tasks ✓ - Analyses of incomplete actions ✓ - Service time analysis of tasks ✓ - Optimization of input parameters ✓ - Analysis of intensity of input usage

## Competitor

#	Competitor	AI and BI Analytical tools	Business Analysis tools	Business Application Development Environment
1	SalesForce Pardot	<input checked="" type="checkbox"/> Sales forecasting according to the specified tasks <input checked="" type="checkbox"/> Analysis of incomplete action <input checked="" type="checkbox"/> Service time analysis of tasks <input checked="" type="checkbox"/> Optimization of input parameters <input checked="" type="checkbox"/> Analysis of intensity of input usage	<input checked="" type="checkbox"/> Single records based data mining tools <input checked="" type="checkbox"/> Work flow and business process analysis <input checked="" type="checkbox"/> Employee performance indicator in real-time	<input checked="" type="checkbox"/> Performance of user <input checked="" type="checkbox"/> Frequently changing user <input checked="" type="checkbox"/> List of unused inputs <input checked="" type="checkbox"/> Type forecasting
2	Amazon WS	<input type="checkbox"/> Sales forecasting according to the specified tasks <input checked="" type="checkbox"/> Analysis of incomplete action <input checked="" type="checkbox"/> Service time analysis of tasks <input type="checkbox"/> Optimization of input parameters <input checked="" type="checkbox"/> Analysis of intensity of input usage	<input type="checkbox"/> Single records based data mining tools <input checked="" type="checkbox"/> Work flow and business process analysis <input type="checkbox"/> Employee performance indicator in real-time	<input type="checkbox"/> Performance of user <input checked="" type="checkbox"/> Frequently changing user <input type="checkbox"/> List of unused inputs <input checked="" type="checkbox"/> Type forecasting
3	SAP	<input type="checkbox"/> Sales forecasting according to the specified tasks <input type="checkbox"/> Analysis of incomplete action <input checked="" type="checkbox"/> Service time analysis of tasks <input checked="" type="checkbox"/> Optimization of input parameters <input type="checkbox"/> Analysis of intensity of input usage	<input type="checkbox"/> Single records based data mining tools <input checked="" type="checkbox"/> Work flow and business process analysis <input checked="" type="checkbox"/> Employee performance indicator in real-time	<input type="checkbox"/> Performance of user <input checked="" type="checkbox"/> Frequently changing user <input type="checkbox"/> List of unused inputs <input type="checkbox"/> Type forecasting

+ Add New Competitor

## Current Business Process Mapping

#	Service Name	Business Process Diagram	Entity Diagram	Key Partners	Key Resources	Customer Dissatisfaction Criteria	Revenue Stoppers
1	Digital Banking & Cards			Regulatory Body, Standardization Committee, Licences, Mining Machines	Nut Cost Effective, Execution Time, Scalability	Number of Defects, Process Cost	
2	SPLITPAY Money Splitting Services			3rd Party Provider, Broker Agencies, Information Security Service Provider, API Integration Services, Resources Management System	Waiting Time, Length of Service Queue, Coordination	High Price (Average Cost), Execution Time, Process Cost	
3	CONSUMER LOANS offer consumer loans in your own branding			2nd Internet Providers, 3rd Party Provider, Broker Agencies, API Integration Services, Resources Management System	Taking manual notes, Long Sequential Operations, Punch of Checklists, Multiple Decision Making Points	Number of Defects, Wrong Customer Requirement Analysis	
4	Build your own payment service			Central Bank, Integration Agency, Customer Agencies, Information Flow Diagrams	Lossless Reporting Forms, Unstructured Planning, Form Registrations, Parallel Operation	Delay in Delivery, Execution Time	

## Financial Projection +

#	Year 2016	Year 2017	Year 2018	Year 2019	+
Currency	EURO	EURO	EURO	EURO	
Assumption # of Customer	100K	330K	1.2M	1.8M	
Revenue	12M	32M	142M	239M	
Digital Banking	8M	24M	113M	200M	
License	4M	8M	29M	39M	
Expenses	7.8M	21M	98M	112M	
Fixed Expenses	4M	5M	12M	40M	
License Expenses	2M	10M	48	35M	
Other Expenses	1.8M	6M	38	47M	
Gross Profit	4.2M	11M	44M	117M	
Business Model	Licence usage 100K/year Digital Banking Service 30EUR per transaction	Licence usage 350K/year Digital Banking Service 30EUR per transaction	Licence usage 350K/year Digital Banking Service 30EUR per transaction	Licence usage 250K/year Digital Banking Service 30EUR per transaction	
Risk Analysis	Risk Origination within the Bank Credit Risk, Market Risk Operational Risk	Risk Identification, Identify Risks Understand and Analyze Risks Operational Risk	Risk Origination within the Bank Credit Risk, Market Risk Operational Risk	Risk Identification, Identify Risks Understand and Analyze Risks Operational Risk	
Market Entry	Cooperating with ECD Banking Group	Creating new Brand Cooperating with ECD Banking Group-Sister Companies	Cooperating with ECD Banking Group-Sister Companies	Creating new Brand Cooperating with ECD Banking Group-Sister Companies Digital Service Provider	
Communication Channels	Direct Communication with Customers Online tools, Social Network	Direct Communication with Customers Online tools, Social Network	Direct Communication with Customers Online tools, Social Network	Direct Communication with Customers Online tools, Social Network	
Business Value					

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