

Sourced Canvas® framework and system is developed
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GROW
YOUR
BUSINESS

www.sourcedcanvas.com

Real Case Study
can be found in
www.sourcedcanvas.com



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.

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Sourced Canvas® is a magnificent framework
to empower “Agile Business Mindset”
of the employees in 28 steps and develop
3 Business Role Profiles

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 “Agile Business Mindset” of the employees in 28 steps and develop 3 Business Role Profiles.

They add huge business values to their own company/startups or to the company they are working for.

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

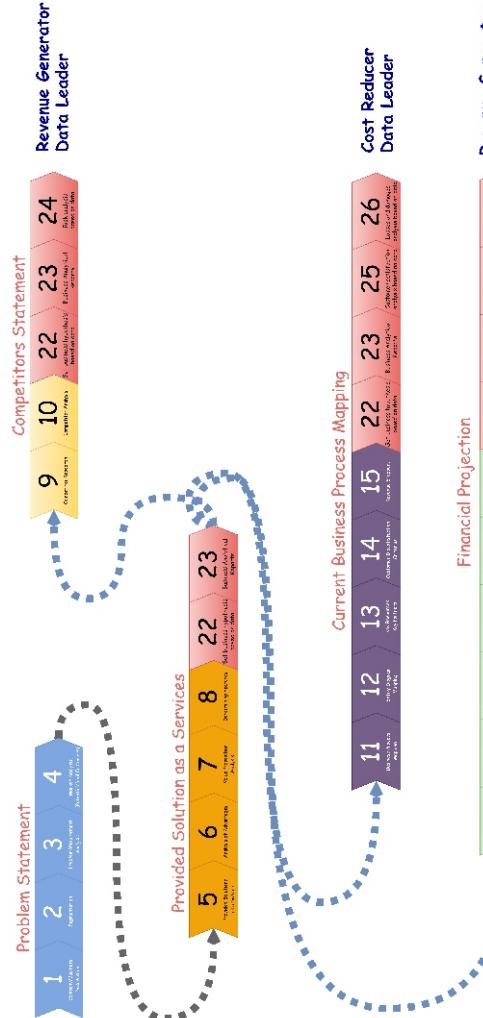
- How to optimize business process management
- How to determine customer dissatisfaction criterias
- How to determine revenue stoppers
- How to analyse financial projections
- How to determine communication channel stoppers with customers

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

Agile Business Mindset in 28 Steps with Sourced Canvas



Sourced Canvas Domains and Topics

- | | |
|---|---|
| Problem Statement | Competitors Statement |
| 1 Company/Business Description | 9 Competitor Research |
| 2 Segmentation | 10 Competitor Analysis |
| 3 Problem/Requirement Analysis | |
| 4 Market Analysis
(Potential/Real Customers) | |
| | Data Leadership |
| | 16 Core Financial Analysis (# Customer, Revenues, Expenses, Profit) |
| | 17 Business Model Development |
| | 18 Risk Analysis |
| | 19 Market Entity |
| | 20 Communication Channel |
| | 21 Business Values Analysis |
| Current Business Process Mapping | Financial Projection |
| 11 Business Process Mapping | 22 Set Business Hypothesis based on Data |
| 12 Entity Diagram Mapping | 23 Business Analytical Reports |
| 13 Key Resources/Key Partners | 24 Risk Analysis based on Data |
| 14 Customer Dissatisfaction Criterias | 25 Customer Satisfaction Analysis based on Data |
| 15 Revenue Stoppers | 26 Losses and Damages Analysis based on Data |
| | 27 Business Model Analysis based on Data |
| | 28 Financial Analysis based on Data |

Domains and Topics by Business Role Profiles

Revenue Generators

Problem Statement

- 1 Company/Business Description
- 2 Segmentation
- 3 Problem/Requirement Analysis
- 4 Market Analysis (Potential/Real Customers)

Provided Solution as a Services

- 5 Provided Solutions as a Service
- 6 Analysis of Advantages
- 7 Value Proposition Analysis
- 8 Market Analysis (Potential/Real Customers)

Competitors Statement

- 9 Competitor Research
- 10 Competitor Analysis

Financial Projection

- 16 Core Financial Analysis (# Customer, Revenues, Expenses, Profit)
- 17 Business Model Development
- 18 Risk Analysis
- 19 Market Entity
- 20 Communication Channel
- 21 Business Values Analysis

Cost Reducers

Problem Statement

- 1 Company/Business Description
- 2 Segmentation
- 3 Problem/Requirement Analysis
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Provided Solution as a Services

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Current Business Process Mapping

- 11 Business Process Mapping
- 12 Entity Diagram Mapping
- 13 Key Resources/Key Partners
- 14 Customer Dissatisfaction Criterias
- 15 Revenue Stoppers

Data Leaders

Data Leadership

- 22 Set Business Hypothesis based on Data
- 23 Business Analytical Reports
- 24 Risk Analysis based on Data
- 25 Customer Satisfaction Analysis based on Data
- 26 Losses and Damages Analysis based on Data
- 27 Business Model Analysis based on Data
- 28 Financial Analysis based on Data

Sourced Business Model Canvas

SalesForce Pardot Business Model

General Description

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

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 providing 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 Development is totally free-of-charge ✓ Novel Business Process Management Notifications developed by our team	✓ Salesforce Pardot is cloud based Business Application Development Environment ✓ It's main function is visually defining 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 define requirement precisely ✓ Having hundreds of analytical functions, dashboards, reports and use cases at affordable price	✓ Automatically creation of business application including database, tables, UI design and source codes ✓ Customer can modify GUI design by their preferences	✓ Fast Modeling ✓ Fast Visualization	✓ 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/role management, report generators and etc) are built in. ✓ Created business application can be used in customer's private network or can be used in Salesforce Cloud	✓ Manual and Automated Pivot Table	✓ Sales forecasting according to the specified tasks ✓ Analysis of incomplete actions ✓ Service time analyze 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 analyze 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 analyzer <input checked="" type="checkbox"/> Employee performance indicator in real-time	<input checked="" type="checkbox"/> Performance of user <input checked="" type="checkbox"/> Frequently changing field <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 analyze 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 analyzer <input type="checkbox"/> Employee performance indicator in real-time	<input type="checkbox"/> Performance of user <input checked="" type="checkbox"/> Frequently changing field <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 analyze 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 analyzer <input checked="" type="checkbox"/> Employee performance indicator in real-time	<input type="checkbox"/> Performance of user <input checked="" type="checkbox"/> Frequently changing field <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	Licenses, Mining Machines	Not Cost Effective, Execution Time, Scalability	Number of Defects, Provision Cost
2	SPLITPAY Money Splitting Services			3rd Party Provider, Broker Agencies, Information Security Service Providers	Waiting Time, Length of Service, Quality Coordination	High Price Average Cost, Execution Time, Process Cost	Number of Defects, Wrong Customer Requirement Analysis
3	CONSUMER LENDING Allow offer consumers loans into your own branding			2-Tier Internet Providers, 3rd Party Provider, Broker Agencies	Taking manual notes, Long Sequential Operations, Punch of Checklists, Multiple Decision Making	Business Reporting Forms, Unstructured Planning, Form Registrations, Parallel Operation	Day in Delivery, Execution Time
4	Build your own payment service			Central Bank Registration Agency, Customer Agencies			

Financial Projection					
#	Year 2016	Year 2017	Year 2018	Year 2019	
Currency	EURO	EURO	EURO	EURO	
Assumption # of Customer	100K	320K	1.2M	1.8M	
Revenue	12M	32M	142M	238M	
Digital Banking	8M	24M	113M	200M	
License	4M	8M	29M	39M	
	Add row				
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	
	Add row				
Gross Profit	4.2M	11M	44M	117M	
Business Model	License usage 100K/year Digital Banking Service 30EUR per transaction	License usage 250K/year Digital Banking Service 30EUR per translation	License usage 250K/year Digital Banking Service 30EUR per connection	License usage 250K/year Digital Banking Service 30EUR per transaction	Digital Banking Service 30EUR per connection
Risk Analysis	Risk Origination within the Bank Credit Risk Market Risk Operational Risk	Risk Identification Identify Risks Understand and Analyze Risks	Risk Origination within the Bank Credit Risk Market Risk 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	Creating new brand Cooperating with ECD Banking Group-Sister Companies	Creating new brand 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	Direct Communication with Customers Online tools Social Network
Business Value					