CONSUMERS PARTNERS PRODUCERS Who are your main consumer segments? Who are your main partner segments? Who are your main producer segments? PARTNER NEEDS What are the core needs of your partners? Why do they need your platform? **CONSUMER NEEDS** PRODUCER NEEDS What are the core needs of your consumers? What are the core needs of your producers? Why do they need your platform? Why do they need your platform? PROPO-CORE VALUE PROPOSITION(S) What is the core value proposition / service of the platform? (see also platform patterns) ADDRESSABLE MARKET INTELLIGIENCE / DATA What is the Serviceable Addressable Market What are key intelligence capabilities based (SAM) – the part of the total addressable on data you must develop? market that you can access or service? IMPACT TO ECOSYSTEM **BUSINESS MODEL INFRASTRUCTURE** How do you want to earn money? What are essential infrastructure resources What is the positive impact to Society and you must build? Environment? How does the platform incorporates circular economy aspects and helps to achieve sustainability goals? **PLATFORM OPPORTUNITY**









