## SUPPLIERS **KEY PEOPLE & SKILLS** CORF SERVICES **VALUE TOUCHPOINTS & EXPERIENCE PARTNERS PROPOSITION** What are the core services Who are your key suppliers What are key people resources & What are the key touchpoints of the users with your for e.g. to develop your skills required for running & emerging the platform offers? platform (online & offline)? platform IT? the ecosystem / platform? MISSION Which services are key Are there IoT differentiators to the devices or other competition? What is the core mission hardware **CONSUMERS** interfaces / of the ecosystem -> This Which services help the connections? expresses the WHY. users to Segments Needs Get onboarded For Matchmaking To exchange / transfer CORE goods / services / VALUE money To stay engaged with **PROPOSITIONS** your platform **INVESTORS KEY DATA** What is the core value transferred or exchanged inside the ecosystem? Who are core and strategic What data is required to optimize user investors? Interested in the experience and enhance value lonaterm success of the proposition? ecosystem, regulation and governance. What data needs to be protected? **NETWORK EFFECTS** Which insights help you to differentiate? **SUPPORTERS** KEY INFRASTRUCTURE Who are your core What are key infrastructure elements Needs Segments supporters & enablers you have to put in place to make the providing e.g. key ecosystem work. infrastructure elements. **PRODUCERS** USP What is your Unique Selling Proposition compared to alternative solutions? SOM SAM COST STRUCTURE **FCOSYSTEM VALUE CAPTURE** What are key activities & investments, responsible for 80% of the costs? **IMPACT** Monetization Strategies Sales / Marketing The share and The users you Others Infrastructure **User Acquisition** portion of the can actual serve market that you and reach with What is the platform contributing to the can capture vour business ecosystem in regards to















Sustainability or Society

aspects?

The entire potential market independently from your ability

to reach and

serve it

Segments

Needs