Workbook 1: Business Model Design Workbook Template

Company: <Enter your company name here>

Last updated: <Enter the last update date here>

Activity 1: Key business model questions

Write a	brief resp	onse to th	ne follow	ing questi	ons.
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- 1. How do you acquire customers?
- 1. After you have landed a new customer, how do you plan to relate to that customer and manage the relationship (if at all)?
- 1. How do you charge your customers? What is your <u>revenue model</u>?
- 1. How much do you charge your customers? Can you calculate your revenues for the next month, quarter and year?
- 1. What assets are available to you or under your control?

Activity 1: Key business model questions (cont'd)

6. Who are your key partners?

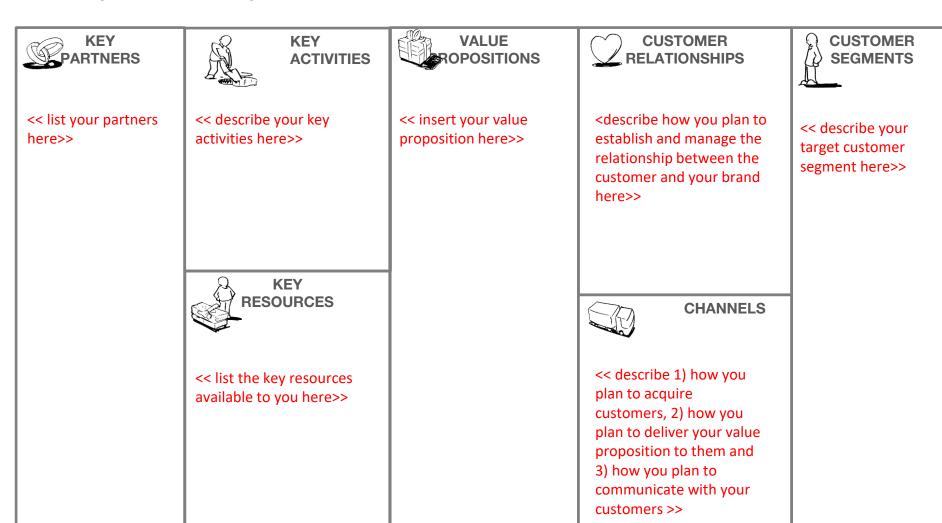
6. What key activities do you need to engage in to deliver your <u>value proposition</u>?

6. What are your fixed costs?

6. What are your variable costs? Can you calculate your total cost for the next month, quarter and year?

6. Does your revenue forecast demonstrate increased profitability towards the end of the forecast period?

Activity 2: Create your own business model





COST STRUCTURE

<< Describe your cost structure here>>



REVENUE STREAMS

<< describe your revenue streams here>>