

The Market Value Map from *The Business Model* by Alexander Chernev

Target Market		Market Offering	
	Customers		Product
What customer needs does the company aim to fulfill? Who are the customers with this need?		What are the key features of the company's product?	
	Collaborators		Service
What other entities will work with this company to fulfill the identified customer need?		What are the key features of the company's service?	
	Company		Brand
What are the company's resources that will enable it to fulfill the identified customer's need?		What are the key features of the offering's brand?	
	Competitors		Price
What other offerings aim to fulfill the same need of the same target customers?		What are the key features of the offering's brand?	
	Context		Incentives
What are the sociocultural, technological regulatory, economic and physical aspects of the environment?		What incentives does the offering provide?	
Value Proposition			Communication
	Customer Value	How will target customers and collaborators become aware of the company's offering?	
What value does the offering create for its customers?			Distribution
	Collaborator Value	How will the offering be delivered to target customers and collaborators?	
What value does the offering create for the company's collaborators?			
What value does the offering create for the company?		Company Value	

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