

# Business Blueprint

Version 0.8

Name your proposition and describe your high concept pitch.

Describe the vision in a single phrase or sentence.  
e.g. LinkedIn = Facebook for Business.

Tag:

Which snapshot in the lifetime of your proposition is represented in this view?

You can use whatever makes sense to you, a date, iteration number, code name ...

*Problem Space*

## 1 Purpose

What is it about?

*Solution Space*

Problem?	Who?	Alternatives
What is the problem we are tackling and why is it a problem?	Who is complaining?  Note: those who complain the loudest are good candidates for early adopters.	What are the current work-arounds and/or competition to address these problems, i.e. what are the current alternatives?

Why now?	Solution?	10x?
Why now?	What is our solution?	What makes our solution better than the current alternatives?

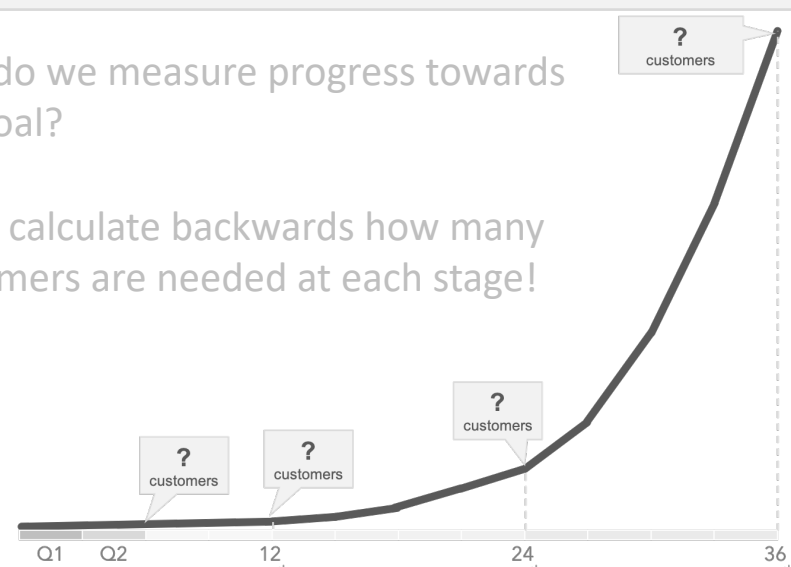
## 2 Goal & Revenue Model

Where are we going?

So what?	Goal?	Revenue Model?
Answer the “so what” question!  Why is this a meaningful goal (for us)? How will it help people, How does it benefit consumers, our business, the industry, the world?	What is our long term goal?  What would make this a success? How much revenue, value do we believe we can capture?	What is our revenue model? How do we plan to capture the value our solution creates? Who do we expect to pay? What is the expected customer lifetime value?

## 3 Go-to-Market Strategy

How are we getting there?

Where to start?	Metrics?	# Customers?
Where do we start (early adopters) and how do we plan to grow in stages?	What are your target metrics for: Acquisition, Activation, Revenue, Retention, Referral Rate?	How do we measure progress towards our goal?  Note: calculate backwards how many customers are needed at each stage! 

## 4 Status

Where are we now?

Done so far?
Share what has been done, when, what we learned from it and describe how it is relevant?

## 5 Plan

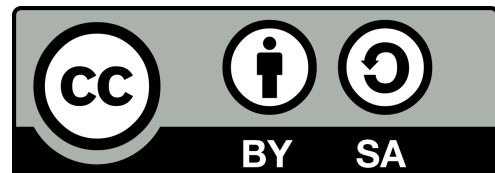
What are our next steps?

Next assumptions?	Next activities?
What are our (next) highest risk assumptions and how did we prioritize these?  What assumption must be true for the rest of our vision and strategy to remain relevant?	How are we planning to validate the assumptions, how will we measure and what do we expect as outcome?

## 6 Support

What do we need?

Resources?
What resources are needed to execute the planned activities? (how much money, time, people are needed)



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