

Business Model Canvas Survey

Business Model Canvas is a strategic management and lean startup template for developing new or documenting existing business models.

Problem

Existing Alternatives: List how these problems are solved today.

List your top 1-3 problems.

Theres no event page, no events, and no website. Content Copy writing, Social Media exchange between website, and email campaign.

Customer Segments

Early Adopters: List the characteristics of your ideal customers.

List your target customers and users.

Ideal users are black Philadelphia natives, Event Hosters, and Event Planners.

Unique Value Proposition

High Level Concept: List your X for Y analogy (e.g. Youtube = Flickr for videos)

Write a Single, clear, compelling message that turns an unaware visitor into an interested prospect.

These events are for our people by our people and benefits the community in general through group economics.

Solution

Outline a possible solutions for each problem.

There is no event page, create digital events, work with individuals who host digital events, do research on what kind of digital events people are attending, and developing a content strategy.

Channels

List your path to customers.

Social Media, Network at events(Future), and Email(Future)

Revenue Streams

List your sources of revenue.

Marketing, Advertising, Ticket Sales, Membership Subscriptions, and Merchandise

Cost Structure

List your fixed and variable costs.

Domain cost, hosting cost, billable time, marketing and ads, merchandise, website, legal cost for start-up, 3rd Party Subscriptions.

Key Metrics

List the key numbers that tell you how your business is doing.

Sales, engagement on social media, number of people attending events you market and advertise, people who sign-up and join your community/network, and testimonials.

Unfair Advantage

Something that can't be easily copied or bought.

The only person doing it (needs more research)

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