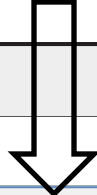


# The Business Model Canvas

Designed for:		Designed by:		Date:	Version:
<b>Key Partners</b> Why are you the best? What do you bring to the table? What do you need from your partners? What do you expect from your partners? What do you offer your partners? What do you expect from your partners? What do you offer your partners?	<b>Key Activities</b> What do you do to make your business happen? What do you do to make your business happen? What do you do to make your business happen? What do you do to make your business happen? What do you do to make your business happen? What do you do to make your business happen? What do you do to make your business happen?	<b>Value Propositions</b> What do you offer to your customers? What do you offer to your customers? What do you offer to your customers? What do you offer to your customers? What do you offer to your customers? What do you offer to your customers? What do you offer to your customers?	<b>Customer Relationships</b> How do you interact with your customers? How do you interact with your customers? How do you interact with your customers? How do you interact with your customers? How do you interact with your customers? How do you interact with your customers? How do you interact with your customers?	<b>Customer Segments</b> Who are you trying to reach? Who are you trying to reach? Who are you trying to reach? Who are you trying to reach? Who are you trying to reach? Who are you trying to reach? Who are you trying to reach?	
<b>Key Resources</b> What do you need to make your business happen? What do you need to make your business happen? What do you need to make your business happen? What do you need to make your business happen? What do you need to make your business happen? What do you need to make your business happen? What do you need to make your business happen?		<b>Channels</b> How do you reach your customers? How do you reach your customers? How do you reach your customers? How do you reach your customers? How do you reach your customers? How do you reach your customers? How do you reach your customers?			
<b>Cost Structure</b> What are the most important costs incurred in your business model? What are the most important costs incurred in your business model? What are the most important costs incurred in your business model? What are the most important costs incurred in your business model? What are the most important costs incurred in your business model? What are the most important costs incurred in your business model? What are the most important costs incurred in your business model?			<b>Revenue Streams</b> For what value are you customers really willing to pay? For what value are you customers really willing to pay? For what value are you customers really willing to pay? For what value are you customers really willing to pay? For what value are you customers really willing to pay? For what value are you customers really willing to pay? For what value are you customers really willing to pay?		

Block 9



DESIGNED BY: Business Model Foundry AG, The makers of Business Model Generation and Strategizer  
PRODUCED BY: www.strategyer.com



# The Lean Canvas

XYZ Company

04-Jan-2013

Iteration #1

<b>Problem</b> Top 3 problems	<b>Solution</b> Top 3 features	<b>Unique Value Proposition</b> Single, clear, compelling message that states why you are different and worth paying attention	<b>Unfair Advantage</b> Can't be easily copied or bought	<b>Customer Segments</b> Target customers
<b>Key Metrics</b> Key activities you measure			<b>Channels</b> Path to customers	
<b>Cost Structure</b> Customer Acquisition costs Distribution costs Hosting People, etc.		<b>Revenue Streams</b> Revenue Model Life Time Value Revenue Gross Margin		

Block 6



PRODUCT

MARKET

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## PRICING MODEL INNOVATION CANVAS (v1.1)

Designed for:  Owner:  Date:

### The 4C's of Pricing

<b>Customers</b> 	<b>Competition</b> 
<b>Cost</b> 	<b>Change</b> 

### Framing Decisions

- 1 Pricing Model
- 2 Price-Point Decision
- 3 Price Testing
- 4 Profit Formula
- 5 Pricing Execution Plan

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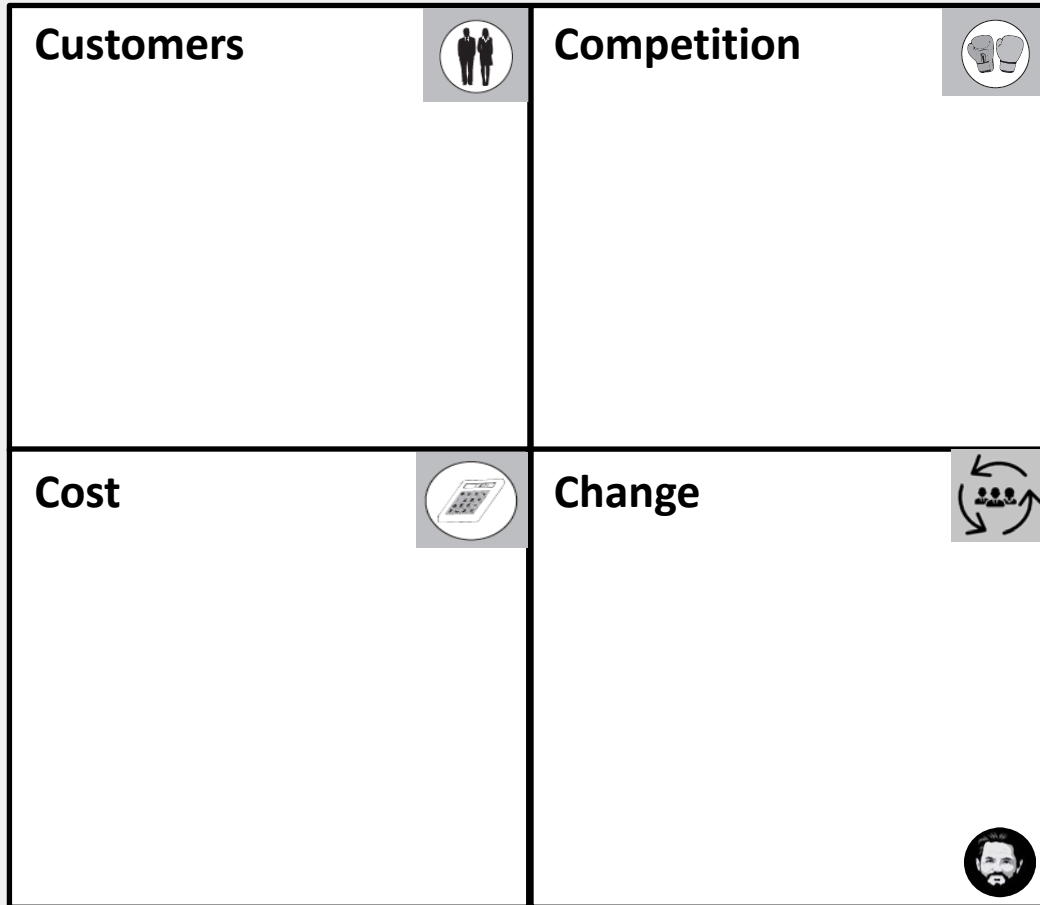
# PRICING MODEL INNOVATION CANVAS (v1.1)

Designed for:

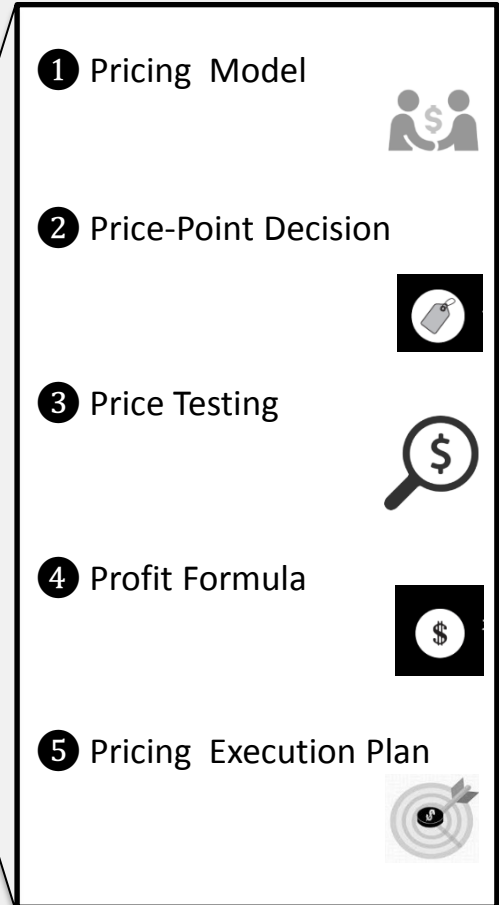
Owner:

Date:

## The 4C's of Pricing



## Framing Decisions








# PRICING MODEL INNOVATION CANVAS (v1.1)

Designed for:

Owner:

Date:

## The 4C's of Pricing

<h3>Customers</h3>  <ul style="list-style-type: none"> <li>• What are your customer segments?</li> <li>• What are your customer's pains &amp; gains?</li> <li>• How are customers expressing value?</li> <li>• What drivers impact the customer's P&amp;L?</li> <li>• How do customers compare value &amp; price (apples to apples)?</li> </ul>	<h3>Competition</h3>  <ul style="list-style-type: none"> <li>• Which competitors occupy the mind of the customers (NBCA's)?</li> <li>• What are your TRUE differentiators?</li> <li>• What are your WOW differentiators?</li> <li>• What are marketing &amp; technical switching costs?</li> <li>• What are your competitors price levels &amp; pricing strategies?</li> </ul>
<h3>Cost</h3>  <ul style="list-style-type: none"> <li>• What are your main cost drivers?</li> <li>• What are your top-down margin targets?</li> <li>• What is your break-even point?</li> <li>• How do costs evolve during scaling?</li> <li>• What is your customers' price sensitivity?</li> </ul>	<h3>Change</h3>  <ul style="list-style-type: none"> <li>• Who is in charge of pricing pre/post launch?</li> <li>• Are your sellers trained on value/pricing models?</li> <li>• What are expected pricing objections?</li> <li>• How are price special conditions approved &amp; by whom?</li> <li>• How do you quickly scale commercially?</li> </ul> 

## Framing Decisions

- ### 1 Pricing Model


  - Ownership vs. Consumption
  - Subscription/Usage/Outcome
  - Hybrid Pricing Model
- ### 2 Price-Point Decision


  - Price List vs. Net Price
  - Price Discount Structure
  - A-la-carte Pricing (Options)
- ### 3 Price Testing


  - A/B Testing & Pricing Research
  - Price Elasticity Research
  - Summary of Customer Validation
- ### 4 Profit Formula


  - EBIT Estimated Projections
  - Ownership vs. Recurring P&L
  - Profit & Cash Risk Planning
- ### 5 Pricing Execution Plan



  - Commercial Scaling
  - Contract Management
  - Value & Pricing Communication

**4C's of Pricing**


**Process/Tools/Methods**

**Outputs/Outcomes**


**Framing Decisions**

**Customers** 


---


**Competition** 

---

**Cost** 




---

**Change** 



- ① Customer Value Proposition
  - ② Customer Segmentation
  - ③ EVE® or CVM®
  - ④ Perceptual Value Map
  - ⑤ Customer Journey Mapping
- 
- ① Competitive Analysis
  - ② Benchmarks
  - ③ Black Hats & War Games
  - ④ VRIO Framework
  - ⑤ Porter's 5 Forces Model
- 
- ① Cost/Volume/Profit Analysis
  - ② Cost Models & Simulations
  - ③ Price Elasticity Analysis
  - ④ Financial Risk Analysis
  - ⑤ Cash Flow Planning
- 
- ① Monetization Readiness Assessment
  - ② Value Mindset Assessment
  - ③ Resistance to Change Assessment
  - ④ Competence Gap Analysis
  - ⑤ Pricing Capability Assessment

- JTBD, Pains , & Gains
  - Unique Value Drivers
  - Value Metric
  - Value Pool
  - Ability/Willingness-to-Pay
- 
- Strengths & Weaknesses
  - NBCA (Next Best Comp. Alt.)
  - Competitive Pricing
  - WOW Differentiators
  - Pricing Strategy & Behaviors
- 
- Cost Drivers
  - Break-even Point
  - Cost Targets
  - Contingencies
  - Economies of Scale
- 
- Pricing Vision & Guidelines
  - Learning & Training Agenda
  - Scaling Plan
  - Pricing Accountability Matrix
  - Pricing Organization

- ① Pricing Model 
- ② Price-Point Decision 
- ③ Price Testing 
- ④ Profit Formula 
- ⑤ Pricing Execution Plan 