



# What is a business model?

---

You might be thinking “subscription”, “freemium”, “crowdsourcing” or “bundling”. You’re right. However a revenue model isn’t the same thing as a business model. What you need is a validated business model to bring scope and focus to guarantee a successful product launch. And by using a continuous innovation approach to business modeling, *you reduce risks and costs, so you don’t run out of money before you get to market.*

This assessment helps you uncover where your business model is riskiest and shows you **how to fix it.**

# The Business Model Assessment

**WANT TO GET THE MOST OUT OF THIS DOCUMENT'S INTERACTIVE FEATURES?**  
 Download and open with **Adobe Acrobat** if available OR;  
 Open the document in your favorite web browser,  
 ie. **Google Chrome, Safari** etc.

Using a scale of 1 to 10 where **1** is “not yet in place” and 10 is “in place and effective”, rate each of the following business model elements.

<i>Business Model Element</i>		ENTER A VALUE FROM 1-10
CUSTOMER SEGMENTS	Clearly defined customer segment(s); demographics, usage, buying behaviours and segment size (by customer count, not potential revenues). Customer segments are understood, communicated, and utilized in all operations and departments.	
	Clearly defined early market adopters; a subset of your customer segments that experience the most monetizable pain and will jump on the chance to buy your solution first. Early adopter segments are understood, communicated, and utilized in all operations and departments.	
MARKETPLACE PROBLEM	Solid understanding of the marketplace problem; it details the specific problem, how customers are solving it today, and how satisfied they are with their current solutions.	
	Proven confirmation of the marketplace problem; you have systemically interviewed your early adopter market to confirm every hypothesis you made in defining the marketplace problem in the first place.	
	Clear understanding of the trigger event (including customers' inertia and the friction they experience in adopting solutions); the moment when customers reach to a solution to fix their problem.	
UNIQUE VALUE PROPOSITION	Clearly defined value proposition; this is not an iteration of your solution but rather a clear statement about the benefit you bring to your customer the moment they purchase and utilize your product.	
	A unique value proposition, validated with your market.	
COMPETITORS AND EXISTING ALTERNATIVES	Well-developed listing, routinely updated, of competitors, their products, pricing, and positioning (within your product category).	
	A well-developed listing, routinely updated, of existing alternatives customers use now that are outside your product category.	
CHANNEL	Clearly defined channel path to customers; where and how you will acquire, activate, retain, refer, and get revenue from customers.	
	Clearly defined user-behaviour metrics that are mostly leading indicators (hint: revenue is a trailing indicator).	
METRICS	Defined user-behaviour metrics that are primarily leading indicators (hint: revenue is a trailing indicator).	
	Good understanding and proof of the fixed and variable costs of your offer – launch and scale.	
	Clearly defined revenue stream(s) that include a path to revenue growth (scale).	
<b>TOTAL/MEAN SCORE</b>		

# Analysis

Take a look at how you fared, and what some great next steps would be using the results from the “Total/Mean Score” field that was calculated for you on the previous page.

<i>Overall Mean Score</i>	INTERPRETATION
LESS THAN 7.0	You'll want to put in the clutch, gear down and consider the parts of your business model holding you back from achieving the success you deserve.
BETWEEN 7.1 AND 8.9	Look at each element scoring less than 8.0. These elements are holding you back from achieving rapid, low risk and cost-effective innovation launches.
SCORING 8 OR LESS ON ANY OF THE ELEMENTS	Learn how digging deeper into the benefits of hitting 10 on every element will reduce risk in your business model, cost you less money and make it significantly more likely your first (or next) innovation can be a market success.

# STOP!

Have you completed your assessment?

Don't forget to download and save your results now!

# *Solutions:*

If you scored less than 8.0 on **customer segments** or **marketplace problem**, stop building your product now. These are the fundamental building blocks of a working business model.

When these foundations of your business model are not defined and validated by your customers, your risk is extremely high.

We have 3 ways to get you the help you need...

WE'LL SHOW YOU HOW

WE'LL HELP YOU DO IT

WE'LL DO IT FOR YOU





# 1. WE'LL SHOW YOU HOW...



## *Workshops*

1.

### LEAN CANVAS 101

Learn how to build a business model that works.

2.

### CONTINUOUS INNOVATION MASTERCLASSES

Take a deep dive into every element in your business model using a **lean continuous innovation approach**. You'll receive the playbooks you need to identify, validate, pivot, define, interview, analyze, and develop the practices, plans, and processes you need to get-to-market successfully every time.

- DEVELOPING AND UTILIZING AN INNOVATION (IDEA) FUNNEL
- IDENTIFYING AND VALIDATING PROBLEMS WORTH SOLVING
- DEFINING AND VALIDATING CUSTOMER SEGMENTS AND EARLY ADOPTERS
- INTERVIEWING CUSTOMERS
- TESTING OFFERS
- DEVELOPING AND UTILIZING A COMPETITOR AND EXISTING ALTERNATIVES DATABASE
- DEVELOPING AND UTILIZING AARRR METRICS
- DEVELOPING AND IMPLEMENTING ALIGNED INNOVATION, MARKETING, AND SALES STRATEGIES
- PITCHING TO INVESTORS

BOOK A FREE 30 MINUTE CONSULTATION



# 2. WE'LL HELP YOU DO IT



## *Implementation Coaching*

If several elements in your business model score low and you know you're in trouble (spending too much money or time getting to market or your innovation team is frequently turning out disappointing revenue generating innovations), consider implementation coaching.

It begins with a lean assessment of your current process and then moves swiftly into implementation.

The typical implementation timeframe is 3 to 6 months (depending upon the size of the enterprise and number of dedicated team members to innovation work).

1.

### IMPLEMENTATION COACHING FOR START-UPS

Initial assessment and coaching

2.

### IMPLEMENTATION COACHING FOR EXISTING ENTERPRISES

Initial assessment and coaching

[BOOK A FREE 30 MINUTE CONSULTATION](#)



# 3. WE'LL DO IT FOR YOU



## Market Research Services

A lean continuous innovation journey demands market research at every stage and sometimes you can't afford to wait. **If you have scored less than 8.0 on any of the elements** and you want to move quickly to market validation, confirming Problem / Solution fit, confirming Product / Market fit, or building Innovation, Marketing and Sales Strategies that work, consider hiring us to get the job done with speed, accuracy, and insight.

1.

### PROBLEM IDENTIFICATION STUDY (EXPLORATORY)

Starts with building a Lean Canvas and identifying all assumptions about the problem in the market we are attempting to solve with our solution. Customers are defined, recruited, interviewed and data is analyzed and synthesized into an action plan to stop, pivot, or go.

*Timeframe: 10 business days.*

2.

### CUSTOMER AND EARLY ADOPTER SEGMENT STUDY (VALIDATION)

We confirm your business model assumptions with you first and then recruit, interview, analyze the data and confirm or refute your business model assumptions.

*Timeframe: 10 business days.*

3.

### PROBLEM SOLUTION FIT STUDY (VALIDATION)

We confirm you have a monetizable problem that requires your intended solution.

*Timeframe: 10 business days.*

4.

### PRODUCT / MARKET FIT STUDY (MARKET VALIDATION)

This is a robust quantitative study to confirm the market potential of your product. Once validated, building the product is recommended and securing financing or investment is feasible.

*Timeframe: 15 business days.*

5.

### BETA / PROTOTYPE TESTING (MARKET TESTING)

Once the product is in its initial development (prior to scaling) we will test your product with the market. Knowing what questions to ask, using the right methodology to gather feedback, and engaging with the first early adopters is as much as a science as an art form. Getting (and keeping these customers) is everything. Engaging with them authentically and collaboratively will provide you with maximum return and create a "customer driven product development focus" that will drive customer retention and referrals.

BOOK A FREE 30 MINUTE CONSULTATION



# Schedule your **FREE** Assessment Review Today!

We'd love to take 30 minutes to go over your completed assessment with you and get you on the path to success!

**SCHEDULE YOUR REVIEW NOW!**

