

Business Model Worksheet

Importance (pain point)

Explain why the job-to-be-done, problem, or unmet need matters to stakeholders.

Stakeholder Value Propositions

Explain the value for each critical stakeholder.

We have # critical stakeholders. To stakeholder #1, we provide... To stakeholder #2, we create...

Profit Formula

Explain how the business produces attractive profits.

Our revenues are ... Our costs are ... Other attributes critical to our business are

Our revenues are greater than our costs because

Capabilities (resources and processes)

Explain how the business obtains access to key resources and processes.

We need access to these key resources and processes. (Explain how you secure access to each capability, collaborate for capabilities that you neither own nor control, and protect your own unique intellectual property).