The Super Power Challenge

The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Problem
Top 3 problems

- Issues being solved
- Painpoint
- Target Market opportunity

Solution
Top 3 features

- Overall way of solving the problem
- Main features of the product/service
- Sense of how the business operates

Key Metrics
Key activities you measure

- What you need to measure to know you're doing a good job
- ex: # of customers or GPS coordinates

Unique Value Propositions
Single, clean, compelling message that states why you are different and worth buying

- How you help solve the problem
- Clean message to customers
- Why you're unique in your solution

Unfair Advantage
Can't be easily copied or bought

- Differences no one else offers
- Uniqe innovation no one else has
- Defensible market position
- Ex: First to market, key partners, barriers to entry

Channels
Path to customers

Customer Segments
Target customers

- All the groups within market that could buy from you
- Ex: uni students 18-25, car owners, those in southside or hanwell regions, those with iPhones

Cost Structure
What are the most important costs inherent in our business model?
Which key resources are most expensive?
Which key activities are most expensive?

- Ex: Wages, permits, insurance, software development, print marketing, office costs, (heat, rent, internet)

Revenue Streams
For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

- Ex: selling product/service, membership, license IP, microtransactions