

HOW TO USE THIS TOOLKIT

Follow the instructions, completing each task with your team. Use sticky notes or simply write on the sheet.

UNLOCK THE WORKSHOP CHALLENGE

Once you've finished, take a picture of this toolkit and upload it to your Team Page to unlock the Workshop Challenge.

1 The most compelling business models are those that satisfy a real need in a specific customer segment. Start by identifying your customers and their needs.

2 Your Value Proposition is what your team does to satisfy those needs. This should have a close fit with your team's strengths.

3 The other components help you to provide the Value Proposition to the Customer Segment. Use this sheet to plan the research you'll do to find out more about them.

<p>KEY PARTNERS</p> <p>Who could help you to provide benefits to your Customers?</p> <p>Who could help you with Activities, Resources or Costs?</p> <p>What benefits would these partners receive in return?</p>	<p>KEY ACTIVITIES</p> <p>What skills does your team use to create benefits for your Customers?</p> <p>What could you start doing now?</p>	<p>2 VALUE PROPOSITION</p> <p>What are the benefits you are providing to your Customer Segments?</p> <p>How will you provide these benefits?</p>	<p>CUSTOMER RELATIONSHIPS</p> <p>What is the best way to build a relationship with your Customers?</p> <p>How could you involve them in developing your idea?</p>	<p>1 CUSTOMER SEGMENTS</p> <p>Who are the people and/or organisations that you are looking to benefit?</p> <p>What are their needs?</p>
<p>KEY RESOURCES</p> <p>What are the things the team needs to have in order to create the benefits?</p> <p>What kinds of resources do you already have as a team?</p>			<p>CHANNELS</p> <p>What are the appropriate channels to engage with your Customer Segments?</p> <p>How could you start engaging with them now?</p>	
<p>COST STRUCTURES</p> <p>What are the main expenses you would need to cover?</p> <p>How much funding would you need to get started?</p>		<p>REVENUE STREAMS</p> <p>How will you capture revenue from your Customer Segments?</p> <p>What other kinds of value could they provide in return for the benefits you are going to give them?</p>		

