

HOW TO USE THIS TOOLKIT

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

COMPLETE THE WORKSHOP CHALLENGE

When you finish, take a picture of this toolkit and upload it to your Team Page to complete the Workshop Challenge.

1 Understanding the journey your customers go through when interacting with your venture can help to define your business model's key activities. Begin by mapping the customer's tasks.

2 Once you have mapped the customer's journey, list the activities your venture must perform to help them along the way. These will include research, production, promotion and networking activities.

3 Each activity your venture must perform will require resources including special skills, assets, materials and networks. Identify which resources you will need to acquire and use this insight to improve your pitch.

<p>1</p> <p>STEP 1. THE JOURNEY Map the sequence of tasks that your customers must complete when interacting with your venture.</p> <p>List any obstacles they may face or expectations they may have for each task.</p>			<p>ATTACH ADDITIONAL PAGES IF NEEDED ></p>
<p>2</p> <p>STEP 2. ACTIVITIES List the activities your venture must perform to facilitate each of your customers' tasks.</p>			
<p>3</p> <p>STEP 3. RESOURCES List the resources you need for each activity, identifying those you already have access to.</p> <p>For the rest, list possible suppliers or partners who could provide them, along with their cost in time, money or effort.</p>			

