

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 In order to become sustainable and grow over time, a business model needs to include a strategy for capturing revenue. Start by defining your value propositions, including what you receive in return from customers.

2 Once you have defined your first revenue stream, make a map of the stakeholders that could also benefit from the value you are providing to your customers. Try to measure these groups and prioritise them.

3 Each of the stakeholders that you are indirectly benefiting could be a source of revenue. Use the rows below to connect stakeholders with the different forms of revenue they could be willing to give you.

