

[business photo or logo if you want]

[Business name]

Playbook

[Owner/s name/s]

[date last updated]

Executive Summary

[Do this last! Should provide an interesting and compelling one-page summary of your business model canvas answers.]

[NOTE: The one-page business model canvas is a framework to understand your business model, but one page doesn't give you room to fully respond to the questions and develop the details. So you'll do that here. You can answer in bullet points, paragraphs or both. You can include images and graphs if you want. Please don't add meaningless fluff to make it look long. It can be as short as you want as long as it covers key questions. Note that in addition to this document, you'll also need to provide an estimate of start-up expenses and projections of revenues and expenses for 3 years; you can use the spreadsheet Tom Tanner provided, or you can find or create your own template for that. Maximum total length for your Business Playbook, including financials, is 30 pages.]

Customer segments: Who are your Customers

For whom are we creating value?

Who are our most important customers?

NOTE: it helps to group into distinct Customer Segments that have common needs, behaviors, or other attributes

Value propositions: What Problem/s are you Solving for Customers?

What value do we deliver to the customer?

Which one of our customer's problems are we helping solve?

Which customer needs/wants/fears are we satisfying?(through benefits, experience/s and/or features)

What bundle of products and services are we offering to each Customer Segment?

Channels: Reaching your Customers, Message, and Product

Through which channels do you our customers want to be reached?

How are we reaching them now?

How are our channels integrated?

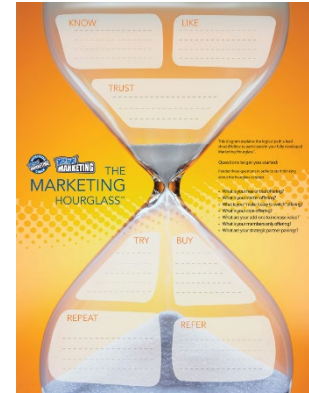
Which ones work best?

Which ones are cost-efficient—or how will you figure out if they are?

How are we integrating them with customer routines?

[You can answer in bullet points or paragraphs or both]

[Also, add in your marketing plan from “The Marketing Hourglass.” Be as specific as you can about how you’ll get potential customers to....]



Know your business (e.g. ads, articles, and referred leads):

Like your business (e.g. website, reception, and email newsletter):

Trust your business (e.g. marketing kit, white papers, and sales presentations):

Try your product/service (e.g. webinars, evaluations, and nurturing activities):

Buy your product/service (fulfillment, new customer kit, delivery, and financial arrangements):

Repeat, meaning buy from you regularly (e.g. post customer survey, cross-sell presentations, and quarterly events):

Refer more customers (e.g. results reviews, partner introductions, peer-2-peer webinars, and community building):

Customer Relationships (personal assistance, self-service, automated service, communities, co-creation)

What type of relationship does each of our customer segments expect us to establish and maintain with them?

Which ones have we established?

How costly are they?

How are they integrated with the rest of our business model?

Key Activities

What key activities do our value propositions require?

Our distribution channels?

Customer relationships?

Revenue streams?

Key Resources

What key resources do our value propositions require?

What key resources do our distribution channels require?

What key resources do our customer relationships require?

What key resources do our revenue streams require?

Cost Structure

What are the most important costs inherent in our business model? Include both start-up costs and on-going costs.

Which key resources are most expensive?

Which key activities are most expensive?

How will cash-flow needs be met? (covering expenses before corresponding sales dollars are received?)

What would you use Floyd C4 prize money for if you win? You can request up to \$5,000.

How will unexpected expenses be managed?

Revenue Streams

What value are our customers really willing to pay for?

For what do they pay currently?

How are they currently paying?

How would they prefer to pay?

How much does each revenue stream contribute to overall revenues?

Partnerships

Who are our key partners?

Who are our key suppliers?

Which key resources are we acquiring from partners?

Which key activities do our partners perform?

Economic Impact to Floyd County

What economic impact to the community do you expect—jobs created, expected wages and benefits, and investment in equipment or structures?

Will you be competing primarily for local dollars or out-of-county dollars?

Will you be partnering to help strengthen other businesses or non-profits in Floyd County?

Much of this should be gleaned from your Cost Structure, Revenue Streams, Key Partners and Financials.