Business Model Options & Selections

What problems are people facing? List their top 3 frustrations.

How to select a platform

How to evalutate this relative to your own business.

Unique Value Proposition

How will you turn an unaware visitor into an interested customer? Create a clear and compelling one-liner message you want to send across.

Trading & Conversion

How are you going to win customers after getting traffic - key tools and best practice.

Retention & CRM

Do you have customers today? Can you sell effectively to them? Upsell and Cross Sell Build basket size Referrals

Existing Processes

How are these problems solved today? This can be a direct competitor to what you are offering or the existing ways people are employing to address their problems.

Trading - Key Metrics

How will you measure the success of your product or service? List the key metrics you will need to gain success.

Brand Position

What is the reason a customer chooses you over a competitor?

Marketing Channels

How will you reach your target consumers? Direct marketing, social media, ads, partnerships — identify the effective ways to reach them.

Operations & Internationalising

What are the key considerations and how might you explore and research international markets? W What is stopping you today?

Cost Structure

What are the fixed and variable costs to launch your product or service? Consider the cost at each stage from setting up a website, hiring employees, production, marketing, and bringing them to consumers.

Revenue Streams

What money sources will grow your money? How will you generate income? Show a pricing model of your product or service and include other revenue sources, such as sales and subscription fees.

Business Model Options & Selections	How to select a platform	Unique Value Proposition	Trading & Conversion	Retention & CRM
Existing Processes	Trading - Key Metrics	Brand Position	Marketing Channels	Operations & Internationalising

Cost Structure	Revenue Streams