# **Business Model Worksheet**

#### Importance (pain point)

Explain why the job-to-be-done, problem, or unmet need matters to stakeholders.

## **Stakeholder Value Propositions**

Explain the value for each critical stakeholder. We have <u># critical stakeholders. To stakeholder #1</u>, we <u>provide...</u>. To <u>stakeholder #2</u>, we <u>create...</u>....

## **Profit Formula**

Explain how the business produces attractive profits. *Our revenues are* <u>...</u>. *Our costs are* <u>...</u>. *Other attributes critical to our business are* <u>...</u>. *Our revenues are greater than our costs because* <u>...</u>.

## Capabilities (resources and processes)

Explain how the business obtains access to key resources and processes. We need access to <u>these key resources and processes</u>. (Explain how you secure access to each capability, collaborate for capabilities that you neither own nor control, and protect your own unique intellectual property).

**Source:** Muegge, S. 2012. Business Model Discovery by Technology Entrepreneurs. *Technology Innovation Management Review*. April 2012: 5-16. Download this worksheet at: <u>http://timreview.ca/article/545</u>