

OPPORTUNITY CANVAS



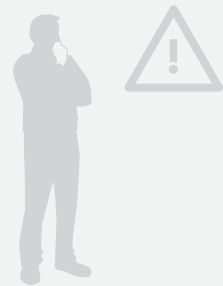
i. What's the opportunity?

CUSTOMER / CUSTOMER SEGMENT



What customer group(s) do you want to target?

THE JOB TO BE DONE



What is the customer need?

BARRIERS TO CONSUMPTION AND HURDLES TO SATISFACTION



What is preventing your group from purchasing or feeling satisfied with your product or service?

ii. How will we seize it ?

BUSINESS MODEL



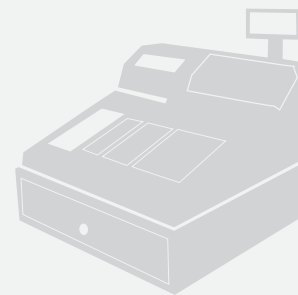
What activities need to be performed? Who will do it? In what order?

OFFERING



What can you offer to satisfy the customer need and remove barriers?

REVENUE MODEL



What are your revenue streams and how will customers pay?

iii. Why will we win?

CUSTOMER VALUE



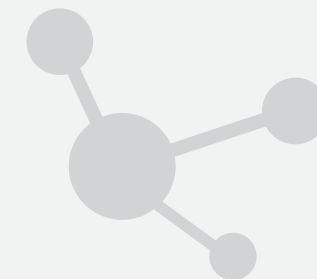
What value does your offering, business model and revenue model provide for the customer?

FIRM VALUE



What kind of strategic, operational, and financial value does your strategy provide your company?

ECOSYSTEM VALUE



What kind of strategic, operational, and financial value does your strategy provide your ecosystem partners?

OPPORTUNITY CANVAS



i. What's the opportunity?

CUSTOMER / CUSTOMER SEGMENT



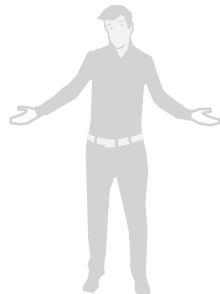
What customer group(s) do you want to target?

THE JOB TO BE DONE



What is the customer need?

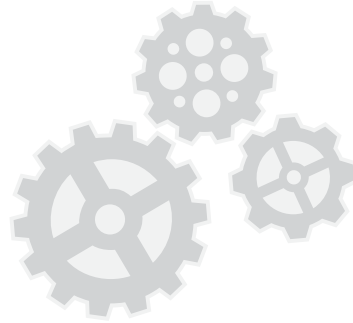
BARRIERS TO CONSUMPTION AND HURDLES TO SATISFACTION



What is preventing your group from purchasing or feeling satisfied with your product or service?

ii. How will we seize it ?

BUSINESS MODEL



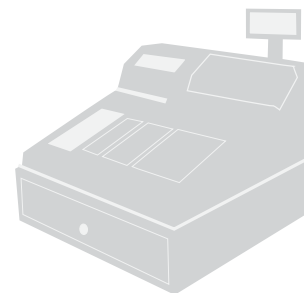
What activities need to be performed? Who will do it? In what order?

OFFERING



What can you offer to satisfy the customer need and remove barriers?

REVENUE MODEL



What are your revenue streams and how will customers pay?

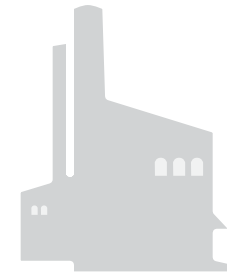
iii. Why will we win?

CUSTOMER VALUE



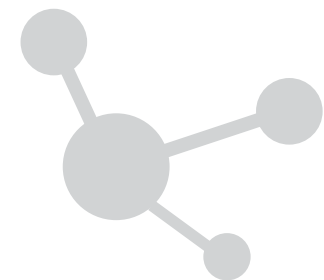
What value does your offering, business model and revenue model provide for the customer?

FIRM VALUE



What kind of strategic, operational, and financial value does your strategy provide your company?

ECOSYSTEM VALUE



What kind of strategic, operational, and financial value does your strategy provide your ecosystem partners?