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Checklists

From the book: Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers

Book by Alexander Osterwalder and Yves Pigneur

Preparation

- ❏ Choose 3 to 5 people to team up
- ❏ Choose the right surface
- ❏ Stick the Business Model Canvas to the surface
- ❏ Use sticky notes
- ❏ Use precise language

Start Writing

- ❏ **Write down specifications for each Building Block**
    - ❏ Start with the right side of the canvas
    - ❏ **CS**
        - ❏ Top Three segments with the most revenue
        - ❏ The potential customer
    - ❏ **Move to VP**
        - ❏ What is compelling?
        - ❏ Define the product
        - ❏ Define the JTBD
    - ❏ **CH**
        - ❏ Through which channels do the products get delivered to the customer?
        - ❏ In-person or Online
        - ❏ The system of selling
        - ❏ From which channels do you communicate and interact and exchange information with customers?
    - ❏ **CR**
        - ❏ The way to maintain relationship with customers

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- ❏ **RS**
    - ❏ How should the business earn revenue from the VPs?
    - ❏ Top three revenue streams.
    - ❏ Do you do things for free?
- ❏ **KA**
    - ❏ The unique strategic things to deliver the proposition
    - ❏ The daily routine to run the business model
- ❏ **KR**
    - ❏ The strategic assets to compete
- ❏ **KP**
    - ❏ The partners (not suppliers) that you cannot do business without
- ❏ **CS**
    - ❏ List the major cost drivers by looking at the activities and resources.

- ❏ **Revise the blocks**
- ❏ **Map out the most important aspects of the business model**
    - ❏ **All 9 blocks are connected to one and other**
    - ❏ **Don't mix ideas and departments**
    - ❏ **Every VP have a CS and RS**
    - ❏ **Every CS is linked to a VP and RS**
    - ❏ **a KP always provides a KR or KA that contributes to a VP**
- ❏ **Define future and present states**
- ❏ **The left side of the canvas supports the right side**
- ❏ **Rate the business model's performance from bad to excellent**

Visualize the business model.
- ❏ **Discuss the business model with others**
- ❏ **Identify its SWOT and areas of improvement.**
- ❏ **Revise the business model if needed**
- ❏ **Persuade investors**
- ❏ **Test the model**

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About Flexiana

We help companies improve and build digital services - **We are The Service Builders**. We provide quality and professional full-cycle applications, web applications, mobile applications, and custom software. We specialize in solving real problems and using opportunities to increase customer satisfaction and gain new customer groups, from idea to long-term cooperation. Drive and dedication have ensured Flexiana has delivered true value to business since 2016. Our values are Craftsmanship, Transparency, Autonomy, Diversity, Remote, and Agility.

To deliver consistently, we have lots of things, for example, checklists like these ones. To deliver the best practices, we read, we process information, we discuss and share and teach. And to improve continuously, learning, teaching, processing, and building knowledge is an integral part of our operations.