



Workbook 1

Business Model Validation

BMV-1. Ultra-lean Business Canvas

(1) Business Summary		(3) Addressable Market	(4) Value Proposition	(6) Address your customer's long-term pain points or opportunities
<p>What type of company do you run and what does it do?</p> <p>Insert Text Here</p>	<p>What is the primary market opportunity?</p> <p>Insert Text Here</p>	<p>What are the primary features?</p> <p>Insert Text Here</p>	<p>List top 3 present and 3 future challenges relating to your product area</p> <p>Present Challenges</p> <p>Insert Text Here</p>	
	<p>Who is your target customer?</p> <p>Why?</p> <p>Insert Text Here</p>	<p>What pains or gains are addressed by your solution?</p> <p>Insert Text Here</p>		
	<p>2) Elevator Pitch</p> <p>1-2 sentence description of your concept and what makes it the best.</p> <p>Insert Text Here</p>	<p>What is your sales channel?</p> <p>Insert Text Here</p>	<p>Future Challenges</p> <p>Insert Text Here</p>	
(5) Competitiveness				
	<p>What is your unfair advantage?</p> <p>Insert Text Here</p>	<p>What is the next best alternative to your solution? Why will people buy yours?</p> <p>Insert Text Here</p>		

BMV-3. Understanding Your Stakeholders

Aside from the end user, who are the stakeholders in this project and what is their interest and influence?

Stakeholders at Customer Level			
Stakeholder Role (rename as needed)	Actual Person(s)	What is their Interest?	What is their Influence?
Customer/ Business Leads	_____ _____ _____	_____ _____ _____	_____ _____ _____
Finance	_____ _____ _____	_____ _____ _____	_____ _____ _____
Operations	_____ _____ _____	_____ _____ _____	_____ _____ _____
Maintenance/ Customer Service	_____ _____ _____	_____ _____ _____	_____ _____ _____

Stakeholders at Outside of Customer			
Stakeholder Role (rename as needed)	Actual Person(s)	What is their Interest?	What is their Influence?
Suppliers	_____ _____ _____	_____ _____ _____	_____ _____ _____
Sales/ Distribution	_____ _____ _____	_____ _____ _____	_____ _____ _____
Other Products (unrelated company that benefits from and is challenged by your product)	_____ _____ _____	_____ _____ _____	_____ _____ _____
	_____ _____ _____	_____ _____ _____	_____ _____ _____