FORGE

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
What type of company do you run and what does it do?	What is the primary market opportunity?	What are the primary features?	List top 3 present and 3 future challenges relating to your product area
Insert Text Here	Insert Text Here	Insert Text Here	Present Challenges
			Insert Text Here
	Who is your target customer? Why?	What pains or gains are addressed by your solution?	
	Insert Text Here	Insert Text Here	
2) Elevator Pitch	What is your sales channel?		
1-2 sentence description of your concept and what makes it the best.	Insert Text Here		Future Challenges
Insert Text Here			Insert Text Here
	(5) Comp		
	What is your unfair advantage?	What is the next best alternative to your solution? Why will people buy yours?	
	Insert Text Here	Insert Text Here	

BMV-2. General Information that Drives All Production Decisions



(1) Validate your value proposition with your customers							
(2) Understand and address your stakeholders	(3) Establish what is needed to secure customer engagement	(4) Define and drive your success metrics	(5) Next Steps				
For your business, aside from the end users, who are your actual stakeholders on this project?	What proof is needed to convince customer you have the winning value proposition? <i>If I had</i> (what physical item or	What activities will you track to understand if your product development business is on plan?	What assumptions, if not true, would cause this business model to fail?				
At Customer :	proof)						
 Business Customer Business Leads Finance Operations Maintenance Customer Service 	<i>I could demonstrate</i> (what value)						
Outside Customer : Supplier Sales / Distribution Other Products (unrelated	to (who)		What essential gaps exist in achieving your goals? (Information, resources, technology, etc.)				
company that benefits from and is challenged by your product)	<i>to secure</i> (what action/result)						

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)					

