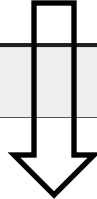


# The Business Model Canvas

Designed for:		Designed by:		Date:	Version:
<b>Key Partners</b> Why are you the best? Who are the best? What do they do? How do they do it? What do they need? How do they get it? How do they share it? How do they benefit? How do they lose it? How do they win it? How do they lose it? How do they win it?	<b>Key Activities</b> What do you do? What do you need? How do you do it? How do you share it? How do you benefit? How do you lose it? How do you win it?	<b>Value Propositions</b> What do you offer? What do you need? How do you do it? How do you share it? How do you benefit? How do you lose it? How do you win it?	<b>Customer Relationships</b> How do you interact? How do you share it? How do you benefit? How do you lose it? How do you win it?	<b>Customer Segments</b> Who are you? What do you do? How do you do it? How do you share it? How do you benefit? How do you lose it? How do you win it?	
<b>Key Resources</b> What do you have? What do you need? How do you do it? How do you share it? How do you benefit? How do you lose it? How do you win it?		<b>Channels</b> How do you reach? How do you share it? How do you benefit? How do you lose it? How do you win it?			
<b>Cost Structure</b> What do you spend? What do you need? How do you do it? How do you share it? How do you benefit? How do you lose it? How do you win it?			<b>Revenue Streams</b> How do you get paid? How do you share it? How do you benefit? How do you lose it? How do you win it?		

Block 9



# The Lean Canvas

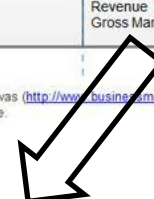
XYZ Company

04-Jan-2013

Iteration #1

<b>Problem</b> Top 3 problems	<b>Solution</b> Top 3 features	<b>Unique Value Proposition</b> Single, clear, compelling message that states why you are different and worth paying attention	<b>Unfair Advantage</b> Can't be easily copied or bought	<b>Customer Segments</b> Target customers
		<b>Key Metrics</b> Key activities you measure	<b>Channels</b> Path to customers	
<b>Cost Structure</b> Customer Acquisition costs Distribution costs Hosting People, etc.		<b>Revenue Streams</b> Revenue Model Life Time Value Revenue Gross Margin		

Block 6



PRODUCT

MARKET

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# PRICING MODEL INNOVATION CANVAS (v1.2)

Designed for:  Owner:  Date:

## The 4C's of Pricing

<b>Customers</b> 	<b>Competition</b> 
<b>Cost</b> 	<b>Change</b> 

## Framing Decisions

- 1 Pricing Packaging
- 2 Pricing Model(s)
- 3 Price Level & Structure
- 4 Profit Formula
- 5 Pricing Execution Plan






# PRICING MODEL INNOVATION CANVAS (v1.2)

Designed for:






Owner:

Date:

## The 4C's of Pricing

<b>Customers</b> 	<b>Competition</b> 
<b>Cost</b> 	<b>Change</b>  

## Framing Decisions

- 1 Pricing Packaging**  

- 2 Pricing Model (s)**  

- 3 Price Level & Structure**  

- 4 Profit Formula**  

- 5 Pricing Execution Plan**  







# PRICING MODEL INNOVATION CANVAS (v1.2)

Designed for:

Owner:


Date:


## The 4C's of Pricing


<h3>Customers</h3>  <ul style="list-style-type: none"> <li>• What are your customer segments?</li> <li>• What are your customer's pains &amp; gains?</li> <li>• How are customers expressing value?</li> <li>• What drivers impact the customer's P&amp;L?</li> <li>• How do customers compare value &amp; price (apples to apples)?</li> </ul>	<h3>Competition</h3>  <ul style="list-style-type: none"> <li>• Which competitors occupy the mind of the customers (NBCA's)?</li> <li>• What are your TRUE differentiators?</li> <li>• What are your WOW differentiators?</li> <li>• What are marketing &amp; technical switching costs?</li> <li>• What are your competitors price levels &amp; pricing strategies?</li> </ul>
<h3>Cost</h3>  <ul style="list-style-type: none"> <li>• What are your main cost drivers?</li> <li>• What are your top-down margin targets?</li> <li>• What is your break-even point?</li> <li>• How do costs evolve during scaling?</li> <li>• What is your customers' price sensitivity?</li> </ul>	<h3>Change</h3>  <ul style="list-style-type: none"> <li>• Who is in charge of pricing pre/post launch?</li> <li>• Are your sellers trained on value/pricing models?</li> <li>• Is your organization ready for digital pricing?</li> <li>• What are expected pricing objections?</li> <li>• How are price special conditions approved &amp; by whom?</li> <li>• How do you scale commercially?</li> </ul> 


## Framing Decisions


- ### 1 Pricing Packaging


  - Fixed Pricing
  - Good/Better/Best
  - Build Your Own Pricing
- ### 2 Pricing Model(s)


  - Ownership vs. Consumption
  - Subscription/Usage/Outcome
  - Hybrid Pricing Model
- ### 3 Price Level & Structure


  - Price List vs. Net Price
  - Discount Structure
  - Tiered Volume Discounts
- ### 4 Profit Formula


  - EBIT Estimated Projections
  - Ownership vs. Recurring P&L
  - Profit & Cash Risk Planning
- ### 5 Pricing Execution Plan



  - Commercial Scaling
  - Contract Management
  - Value & Pricing Communication

**4C's of Pricing**


**Process/Tools/Methods**

**Outputs/Outcomes**


**Framing Decisions**

**Customers** 


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**Competition** 

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**Cost** 




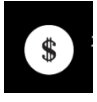
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**Change** 



- ① Customer Value Proposition
  - ② Customer Segmentation
  - ③ EVE® or CVM®
  - ④ Perceptual Value Map
  - ⑤ Customer Journey Mapping
- 
- ① Competitive Analysis
  - ② Benchmarks
  - ③ Black Hats & War Games
  - ④ VRIO Framework
  - ⑤ Porter's 5 Forces Model
- 
- ① Cost/Volume/Profit Analysis
  - ② Cost Models & Simulations
  - ③ Price Elasticity Analysis
  - ④ Financial Risk Analysis
  - ⑤ Cash Flow Planning
- 
- ① Monetization Readiness Assessment
  - ② Subscription-based Pricing Readiness Assessment
  - ③ Resistance to Change Assessment
  - ④ Competence Gap Analysis
  - ⑤ Pricing Capability Assessment

- JTBD, Pains , & Gains
  - Unique Value Drivers
  - Value Metric
  - Value Pool
  - Ability/Willingness-to-Pay
- 
- Strengths & Weaknesses
  - NBCA (Next Best Comp. Alt.)
  - Competitive Pricing
  - WOW Differentiators
  - Pricing Strategy & Behaviors
- 
- Cost Drivers
  - Break-even Point
  - Cost Targets
  - Contingencies
  - Economies of Scale
- 
- Pricing Vision & Guidelines
  - Learning & Training Agenda
  - Scaling Plan
  - Pricing Accountability Matrix
  - Pricing Organization

- ① Pricing Packaging 
- ② Pricing Model(s) 
- ③ Price Level & Structure 
- ④ Profit Formula 
- ⑤ Pricing Execution Plan 