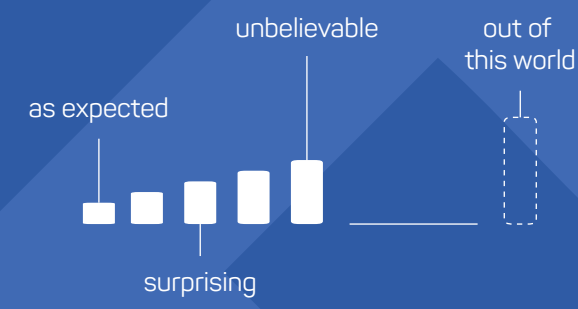


# BUSINESS MODEL

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Team

Iteration

Date

Use the "Hypotheses & Experiments" canvas to challenge your business model by revealing critical assumptions and defining simple ways to test them.

## Target groups

Who are our sales targets and who will be using our offerings?



Customers

## Brand & messages

How do we want our brand to be perceived and what is our story to sell the offerings?



## Offerings

What bundle of products, services and software do we offer to our customers and users?



## Resources

What (internal) key resources do we need to create and deliver the offerings?



## Partners

Who are our (external) key partners to create and deliver the offerings?



Delivery

Start here

### Primary

What is our primary customer segment that unlocks the most value in our business and is easily accessible?

...and what is our primary user segment?

### Job(s) to get done

What job(s) are our primary customer and user segment trying to get done?

+ functional  
+ emotional

### Pains

### Gains

## Channels

Through which channels do our customers and users want to be reached?



### Core value

What value do customers and users get back after experiencing our offerings to get their job(s) done?

## Channels

Through which channels do our partners want to be reached?



### Unfair advantage

What do we do better than our competitors to create the value, which is hard to copy?

## Relationships

What kinds of relationships do our customers and users expect?



## Processes

What (internal) key processes do we need to create and deliver the offerings?



R&D

## Profit formula

### Pattern

How, when and how often do we charge our customers?



### Revenue streams & pricing

What are our revenue streams and how much do our customers pay (per unit)?



### Costs

What are the most important costs of creating and delivering the offerings?



### Investments

How much money do we need to spend before we earn?



Use the "Financial Sanity Check" canvas to crunch the numbers and estimate future profits.

