

Business Model GrowthMap[©]

Customer Pain Point(s)  <p>What are the top 3 problems facing our customers? How are they currently solving these problems? Do we have market research data to support our hypotheses?</p>	Top 3 Objectives  <p>What are our most important goals for the next 90 days? 180 days? For the next year? Is there alignment across the organization on these goals? Are our top objectives developed in a SMART framework?</p>	Unique Value Prop.  <p>What is the single, clear, and compelling message that states why we are different and worth buying? What value do we deliver to the customer? What customer needs are we satisfying?</p>	Customer Segments  <p>In what ways are we building trusting relationships with our customers? Do we / should we offer a customer loyalty program? Do we / should we offer a referral program? How are we surprising and delighting our customers?</p>	Customer Relationships  <p>What are the characteristics of our primary target customers? What are the characteristics of our secondary target customers? Do we have market research data to support our hypotheses?</p>
Solution(s)  <p>What products or services do we currently offer to solve our customers' problems? What new solutions are being developed to address growing needs? What customer feedback do we have to validate our value proposition?</p>	Key Metrics  <p>What are the key metrics that drive our business? What are the most important metrics we can monitor at each stage of the buying process? Will the information add value or provide new insights?</p>	Mktg Communications  <p>Where do our target customers 'hang out'? What are our primary communication channels? How are digital communications integrated to ensure brand consistency?</p>	Delivery Channels  <p>Through which channels do our customers want to be reached? How are we reaching them now? How are our channels integrated? Which ones work best? Which ones are most cost efficient?</p>	Competitive Landscape  <p>Who are our primary competitors? What is our 'special sauce'? Why would someone choose our brand over a competitor's? (unique features, price, product portfolio, customer support, etc.) Do we have market research data to support our hypotheses?</p>
Revenue Streams  <p>What is our primary revenue model? What are our key sources of revenue? How much does each revenue stream contribute? Which revenue streams are growing? Which revenue streams should be considered for pruning?</p>		Cost Structure  <p>What are the primary contributors to our cost structure? What key resources are most expensive? What key activities are most expensive? What can we do to reduce our cost structure?</p>		Key Partners  <p>Who are our key partners? What key resources are we acquiring from partners? How can we best leverage partner relationships to create a win-win? Who are key partner targets that could significantly accelerate our progress?</p>

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