## CUSTOMER VALUE PROPOSITION (CVP)

### PROBLEM FORMULATED AS A POV
What is the customer/consumer problem or “Job” you are solving?
Problem is formulated from the Point of View (POV) of the user. Same concept as “Jobs to be done”

### CUSTOMER/CONSUMER CIRCUMSTANCE
How can we define customer/consumers in terms of who they are and their circumstance and in the form of personas?

### CUSTOMER ATTRIBUTES
What attributes do we need to deliver to the customer? Which of our customer problems are we solving with these attributes?

### SOLUTION
What is the devised product and/or service that delivers on the key customer attributes?

### KEY RESOURCES
What are the key resources needed to deliver the CVP – people, technology, partners, funding
What are the unique resources required to achieve a competitive advantage?

### CHANNELS
What are the key channels the company uses to reach its customers?

### KEY PROCESSES
What are the key processes needed to deliver the CVP – marketing, sales, IT, R&D/PD, manufacturing
What are the unique processes required to achieve a competitive advantage?

### COMPETITION AND BARRIERS
What are the competitive alternatives to getting the job done and barriers to getting it done well?

### PAYMENT STRUCTURE
What is the price and how does the customer pay for the solution?

## PROFIT FORMULA

### REVENUE STREAMS AND ADOPTION
How does the company generate cash from each customer segment when considering payment * volume?
How do adoption dynamics impact the revenue stream?

### COST STRUCTURE
What are the costs (direct and overhead) incurred to operate the business model?

## RISKS AND ASSUMPTIONS
What are the top three risks and assumptions?
<table>
<thead>
<tr>
<th>CUSTOMER VALUE PROPOSITION (CVP)</th>
<th>OPERATING MODEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROBLEM FORMULATED AS A POV</td>
<td>KEY RESOURCES</td>
</tr>
<tr>
<td>CUSTOMER/CONSUMER CIRCUMSTANCE</td>
<td></td>
</tr>
<tr>
<td>CUSTOMER ATTRIBUTES</td>
<td>CHANNELS</td>
</tr>
<tr>
<td>SOLUTION</td>
<td>KEY PROCESSES</td>
</tr>
<tr>
<td></td>
<td>COMPETITION AND BARRIERS</td>
</tr>
<tr>
<td></td>
<td>PAYMENT STRUCTURE</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PROFIT FORMULA</th>
</tr>
</thead>
<tbody>
<tr>
<td>REVENUE STREAMS AND ADOPTION</td>
</tr>
</tbody>
</table>

| RISKS AND ASSUMPTIONS            |