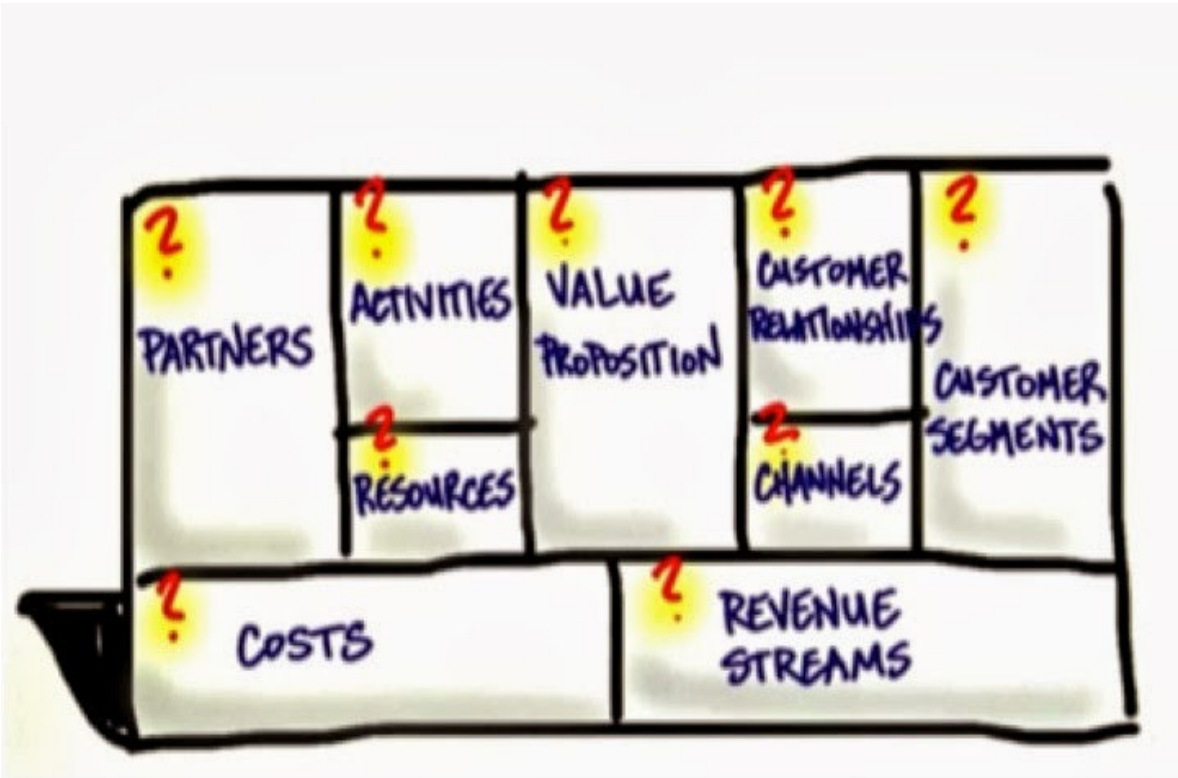


FAST BUSINESS INCUBATOR

VALIDATE YOUR B MODEL AND MORE



Fuente: "Entrepreneurship: The Lean LaunchPad", Taught by Steven Blank UDNCITY,



BUSINESS MODEL RESUME

B. MODEL SCORE & EFFECTIVENESS

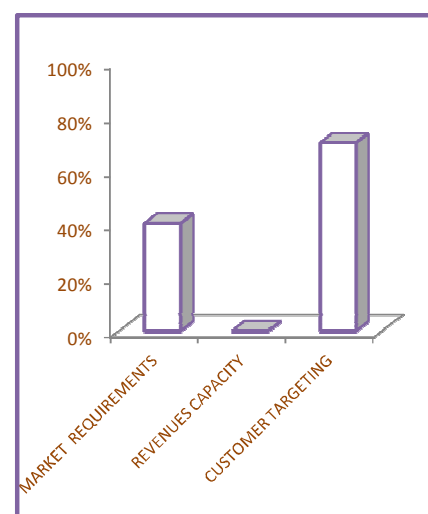
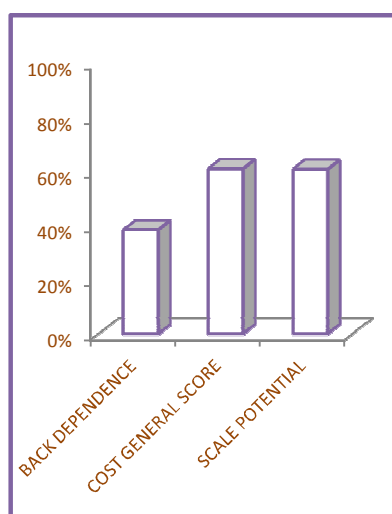
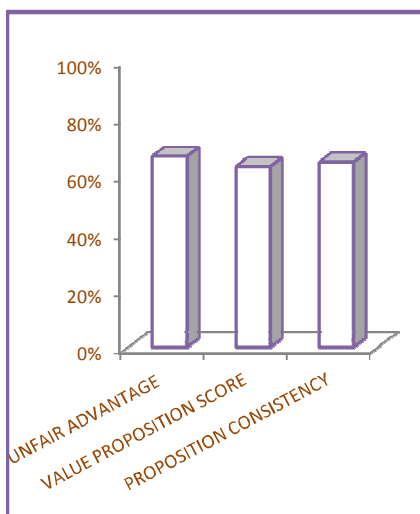
50,1%

WALKING ON THE WIRE, HARD WORK ON B.MODEL IS MANDATORY. ALL THE CANVAS AREAS NEED TO BE REVIEWED AND IMPROVED.

ROAD TO RUIN

JACKPOT

VALUE GENERAL SCORE		BACK GENERAL SCORE		FRONT GENERAL SCORE	
UNFAIR ADVANTAGE	↘	BACK DEPENDENCE	↘	MARKET REQUIREMENTS	↘
NOT REMARKABLE, THE KEY DIFFERENCE WILL BE IN HOW EXIGENT ARE MARKET REQUIREMENTS		NO PROBLEMO IF YOU'RE AWARE OF WHICH/WHERE DEPENDENCES ARE AND WHICH IMPACT CAUSE		AVERAGE, NOT BAD YOU'RE GONNA WORK ON YOUR POSITIONING AND ADVANTAGE	
VALUE PROPOSITION SCORE	↘	COST GENERAL SCORE	↘	REVENUES CAPACITY	↘
SOME ASPECTS NEED TO IMPROVE IN YOUR PROPOSITION. CHECK AND STRENGH		YOU NEED AN EXTRA OF "MAY THE FORCE BE WITH YOU" OR AT LEAST AN HYPER VITAMINATED INCOME MODEL		BUFFF, NO WAY, YOUR MODEL NEEDS UNREAL COSTS OR MUST RE EVALUATE SERIOUSLY YOUR REVENUE SOURCES	
PROPOSITION CONSISTENCY	↘	SCALE/BACK POTENTIAL	↘	CUSTOMER TARGETING	↘
YOUR PROPOSITION SHOULD IMPROVE ITS CONSISTENCY, YOU ARE SENDING UNCLEAR MESSAGES TO CUSTOMERS		HARD WORK NEEDED TO FIND NEW WAYS TO SCALE. WATCH OUT WITH COST SCORE		NOT BAD, BUT IT SHOULD BE INTERESTING IMPROVE THE ASPECTS RELATED TO THE WAY UP TO YOUR CUSTOMERS	





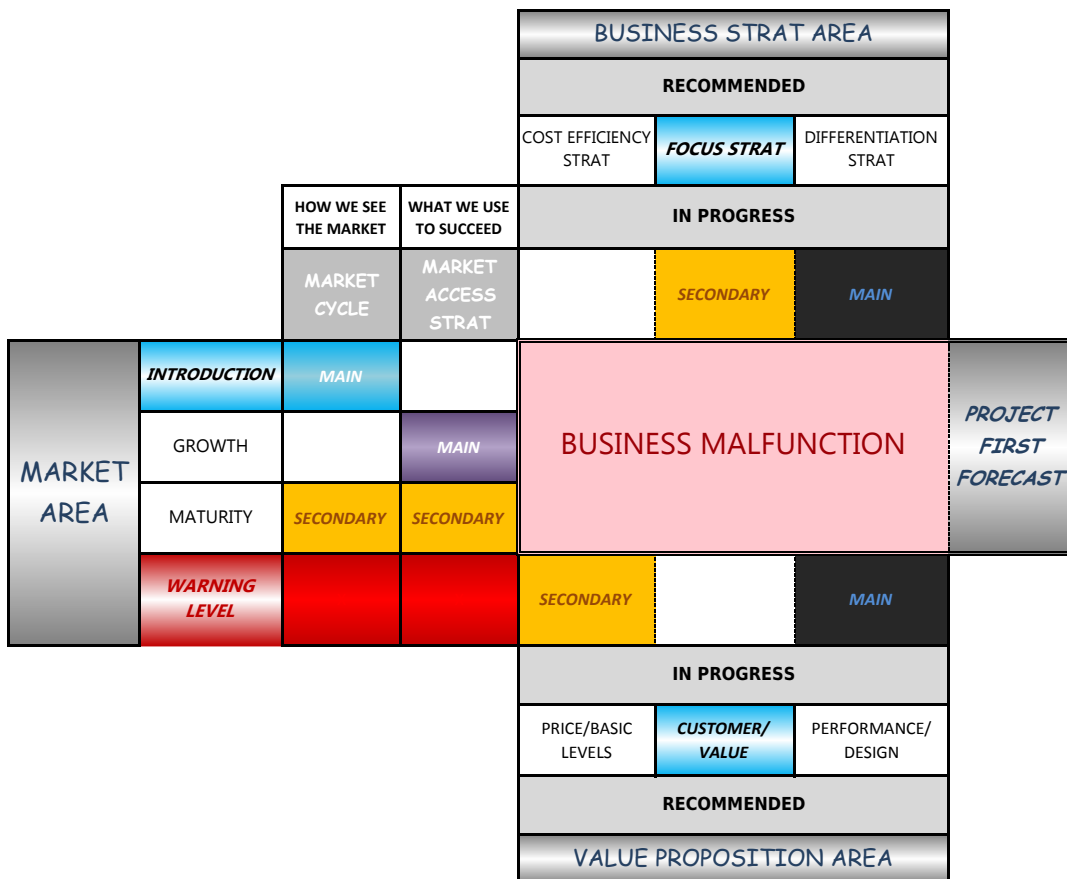
BUSINESS MODEL VALIDATOR

SOLUTION/PROBLEM EFFICIENCY	UNFAIR ADVANTAGE
REAL GOOD STUFF, IT'S WORTH WHILE TO WORK ON IT	ADVANTAGE HARDLY COMPETITIVE, YOU SHOULD EXPLORE HOW TO IMPROVE YOUR COMPETITIVENESS. WE RECOMMEND YOU TO VALIDATE MARKET POSITIONING AND COMPETITION SCORES.

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATIONSHIP	CUSTOMER SEGMENTS
<i>LEVEL (importance of key partners in your business)</i>	<i>WARNING DEPEND (some activities are key for our business, are they too much?)</i>	<i>VALUE MODEL SCORE (focus and general view)</i>	<i>LEVEL (how is defined your customer relationship)</i>	<i>LEVEL (how works your market segmentation)</i>
MEDIUM LEVEL	TOO MANY KEY POINTS	FOCUS ON PERFORMANCE	CUSTOMER ASSISTANCE LEVEL, CUSTOMERS COULD BE YOUR BETTER SELLER	EXCELLENT
		WEAKNESS, YOUR VP NEEDS HARD WORK		
<i>BACK DEPENDENCE WARNING (Are there intern limits in your BModel?)</i>	<i>CONSISTENCY VALUE CHAIN vs VALUE PROP (Are you aware of what you need to create value?)</i>	<i>GENERAL WARNING (is everything working ok in our proposition?)</i>	CHANNELS	<i>YOUR MARKET POSITIONING (it's a view to your future in market)</i>
MEDIUM LEVEL	COHERENCE	OK		
	KEY RESOURCES	OK	<i>CHANNELS ON (how we're going to arrive to customers)</i>	
<i>PROVIDERS DEPENDENCE</i>	WATCH OUT REVENUES	<i>INTERNAL CONSISTENCY ATTRIBUTES (your proposition is unique, or needs strengthen)</i>	CHECK EFFECTIVENESS	<i>COMPETITION LEVEL (Endurance and rivalry conditions at industry)</i>
LOW IMPACT IN BUSINESS	<i>WARNINGS DEPENDENCE</i>	STRENGTHEN CONSISTENCY		
	COST WARNING			
COST STRUCTURE		REVENUE STREAMS		
<i>COST MODEL SCORE</i>	<i>OPERATIONS COSTS</i>	<i>REVENUE STREAMS CAPACITY</i>	<i>REVENUE DIVERSITY</i>	
CHECK EFFECTS	COMPLICATED	RE EVALUATE SERIOUSLY	LOW	
	SCALE POTENTIAL		MARKET REQUIREMENTS	
	INTERESTING		NOT BAD	



BUSINESS MODEL COHERENCE



BUSINESS STRAT CONTROL PANEL

MARKET STATUS		MARKET PERCEPTION	CHECK THOROUGHLY PROJECT AND MARKET
		MARKET RESPONSE	MARKET UNSEEN, WE ARE NOT READING THE MARKET SITUATION
BUSINESS STATUS		BUSINESS STRAT	STRATEGY COULD WORK OK BUT SHOULD BE POWERED; CHECK MARKET ALIGNMENT
		BUSINESS MEETS MARKET	BUSINESS STRAT DOESN'T MEET MARKET
VALUE PROPOSITION STATUS		PROPOSITION MEETS MARKET	PROPOSITION WILL NOT MATCH MARKET
		PROPOSITION FITS BUSINESS STRAT	TARGET ACQUIRED, PROPOSITION AND BUSINESS STRAT ARE ALIGNED

BUSINESS COHERENCE	
MARKET POSSIBILITIES	

CONCLUSION	
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YOU ARE NOT UNDERSTANDING THE CURRENT MARKET MOMENT SO YOUR RESPONSE, IN SPITE OF INTERNAL COHERENCE, WILL CRASH TO REALITY



NEED DIRECTIONS? LEAN CANVAS IS NOT FAMILIAR FOR YOU?

WHY CANVAS & LEAN CANVAS?

Canvas was the first; it was and it's great to see the key aspects of your business model, but Canvas did not work on other aspects which are key, before having a business model. These features have to do with relevance of the problem, solution for customer and competitive advantage, which will allow you to stand above your competition. We use both, in the first stage, when we are defining if we have a business, we use lean canvas and when we try to deliver that business we use canvas to display it. That's why we made a hybrid that could fully assess your business model.

SCORES

SCORES are based on the traffic lights logic, **GREEN** is ok, **YELLOW** is warning and **ROSE** or **RED** are stop (bad news). And the arrows point from upside green (max) to downside red (min) with two levels of medium yellow (close to max or close to min)

THE LEAN CANVAS STUFF

We add two significant blocks to the standard Canvas,

SOLUTION/PROBLEM

Problem, Solution and Customer relationship: we show how your solution deals with the customer problem and needs

UNFAIR ADVANTAGE

The gold mine: defines what is special and unique in your business compared to other market options. It's the key of your success. We explore how your project is able to create an unfair advantage

OUR CUSTOMIZED LEAN CANVAS

We explore your business model using Canvas BM, maintaining the blocks but empowering them with aspects our experience reveals important. If we consider the CANVAS as if it was a theater in which there is a stage, a presentation to the public and work behind the scenes, we will find two distinct parts: *THE BACK* is our backstage and *THE FRONT* is our visible stage. Surrounding our core: *THE VALUE PROPOSITION*

VALUE PROPOSITION

This is the key point of our business, determines what we will offer to our customers. So it is necessary to have a clear strategy about which is our value and if it's strong and consistent with our business model,

FRONT

Our FRONT is our stage, is related to the way how we present ourselves to our customers (current or potential) and everything that defines how we are going to move our value proposition, to generate income.

BACK

And once you have the stage, then the BACK appears: everything you need (Resources, partners, activities and infrastructure...) to deliver this "work" to your audience. The various blocks will determine the cost that will have running your business.