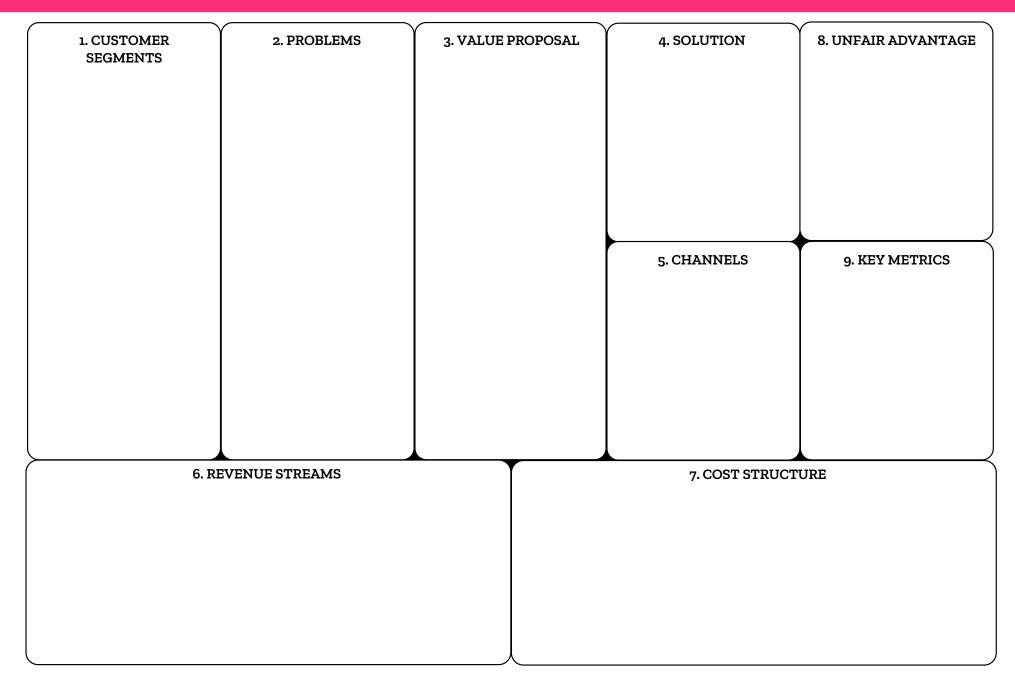
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## **NEW BUSINESS EXPLORATION CANVAS**

1. CUSTOMER SEGMENTS	2. PROBLEMS	3. VALUE	PROPOSAL	4. SOLUTION	8. UNFAIR ADVANTAGE
First: brainstorm all possible customers for your intended environment. Then select one promising segment and write its name to upper right corner.	Customer problems justify you creating a new solution Generate at least three problems that matter to your customer/user Now, prioritize the Top3 problems	reating a description of your added value to customers (and their users if they are different). at matter to er/user One-liner, metaphoric pitch can help to make to		First brainstorm how you deliver the value and solve problems from the step #2 Prioritize top features that define your product/service	Why is your value proposal superior to everything else? Do you have a secret weapon, a patent for instance? X- ray eyes or unlimited amount of fresh water?
Now, if your customers are not also your users (e.g. you sell teleportation equipment for corporations), list users as well.	Francis			<b>5. CHANNELS</b> How do you reach your <b>customers?</b> Consider different lice cycles; your very first client, the town, the nation, the whole world. For instance, can you crowdsource sales?	9. KEY METRICS How do you validate your problem? How do you validate your solution, i.e. measure that your value is delivered as promised?
6. REVENUE STREAMS			7. COST STRUCTURE		
Where is the money coming from? Who pays who? How much does each customer bring in a year/a month? What is the model of pricing? \$2 Big Mac, surge pricing or auction?			How much will it cost to create your solution? What are the fixed costs (e.g. software development) and variable costs per unit (e.g. buying flour and paying baker to make the bun). What is the <b>break-even</b> point? How many customers do you need (year or month) to be profitable?		