

Our 30 seconds commercial:

**15 years ago, when I was a Marketing Manager,
I was wondering why 9 out of 10 of the new initiatives are a fail.**

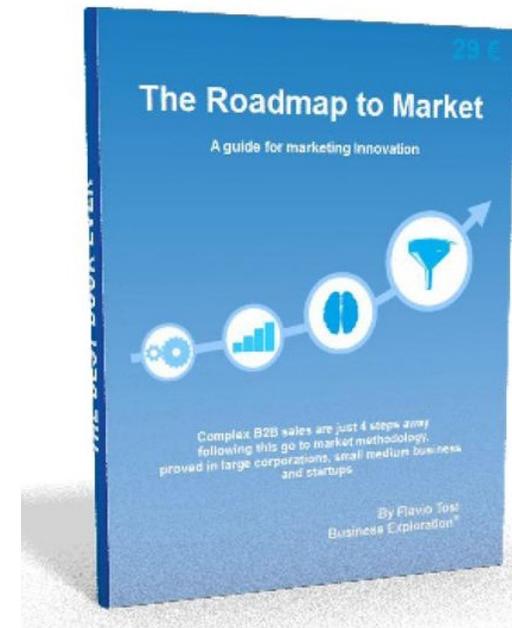
We had tollgates, reviews, customer interviews...
and some of the best people working on it.
But this was not enough.

We missed one key element:

A map connecting the dots of the sales funnel.

I spent the last 15 years chasing those dots,
for Corporations, SMBs and Startups
serving the Aerospace, Energy and Oil&Gas industries.

**Now you can get the map collecting 150+ of them,
for just 29€
satisfied of reimbursed – no question asked
(and you keep them)**



Buy

Team or Company Name:
COMPANY NAME

Date:
MM/DD/YY

The Blue Canvas (BMC 2.0)

<p>7. Key Resources</p> <ul style="list-style-type: none"> • What Key Resources does our Value Proposition require? • Financial, Physical, IP, HR? ✓ What kind of input our processes need? (Goods, Services, Information) 	<p>6. Key Activities</p> <ul style="list-style-type: none"> • What Key Activities does our Value Proposition require? • Manufacturing? • Software? • Supply chain? ✓ Logistic? ✓ Where and how our processes and people interfaces with our partners? ✓ What key technology supports our VP? 	<p>2. Value Proposition</p> <ul style="list-style-type: none"> ✓ What job are we helping our customers to do? ✓ What value do we deliver to the customer? ✓ How can we create a value proposition profile that is unique and selling? • Which one of our customer's problems are we helping to solve? • Which customer needs are we satisfying? • Which are the key features of our product that match customers problem / needs? 	<p>4. Channels</p> <ul style="list-style-type: none"> • Through which Channels do our Customer Segments want to be reached? ✓ Which is the easiest (convenient) way for our customers to get our products/services? ✓ Which is the most effective way for us to consistently deliver our products/services? ✓ What complementary services can vehiculate your VP? 	<p>I. Customer segments</p> <ul style="list-style-type: none"> • Who are our most important customers' SEGMENTS? • How are they connected and through which channel they refer each other when making a buying decision? • What are their archetypes? • What job do they want us to get done for them? ✓ Who are our "earlyevangelists" who are trying to build the solution themselves? ✓ Who are the decision makers? ✓ What kind of value (how much money / how much self-gratification) are they aspiring to get? ✓ What kind of budget to they have?
<p>9. Cost Structure</p> <ul style="list-style-type: none"> • What are the most important costs inherent in our business model? ✓ Opex, Capex, Risks Mitigation 		<p>5. Revenue Streams</p> <ul style="list-style-type: none"> • How do we make money? • What is the revenue model? (production, retail, rental, subscription, pay per use, etc.) • What are our pricing tactics? 		

Sources: www.businessmodelgeneration.com You can use this template quoting Alex Osterwalder as Author and Flavio Tosi as Reviser r. 2.3 23/07/2018
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Young Dreamers Fund

That I use to sponsor Students Associations events like:

- Euroavia – The European Association of Aerospace Students
- Skywarder – the Rocketry Association of Politecnico di Milano
- SpaceUp – The Aerospace Students of Pisa University

This is my way to “give back” to them.

And browsing online you can find the Business Exploration logo in several of their events...



SKYWARD EXPERIMENTAL ROCKETRY

