THE UNITE EXTENDED BUSINESS MODEL CANVAS

DRIVERS

Business Intentions & objectives

- What is your ultimate Business Intention? What do you ultimately want to achieve?
- What is your motivation (describing what you want to leave behind you)?
- What is your vision (describing where you want to go)?
- What are your key objectives (describing the concrete goals you want to achieve)?

Massive Transformative Purpose

- Have you set a Massive Transformative Purpose/an ambition that provides a clear long-term direction?
- Does this ambition inspire and drive your team, stakeholders and customers towards action, increase commitment and motivate everyone to do their best?

UNFAIR ADVANTAGE

Points of differentiation

- Are we operating in a Blue Ocean?
- How are we leveraging existing strengths (assets & capabilities, both internal to the firm as well as customer-facing) to support our differentiation?
- Is this source of differentiation long-lasting, difficult to buy or copy, and does it create a significant barrier to entry?
- What can we do to improve our differentiation & Unfair Advantage?

OPERATING MODEL

Value Chain

Key Resources

Key Partners

VALUE MODEL

Value Proposition

Product System

VALUE MODEL

Service Model

EXPERIENCE MODEL

Brand

Customer Relationship & Engagement

Channels

CUSTOMERS

Customer Segments

- For whom are we creating value? Which segments & representative Personas?
- Who are our most important customers?
- Who is the final user of our products & services?
- Who are the early adopters?

Jobs to be Done

- What key functional jobs do our customers have?
- What other key psychological needs do our customers have?
- What additional, more detailed or complementary jobs do our customers have?

COST MODEL

Cost of Value Creation

REVENUE MODEL

Income from customers

TEAM

People & structure

- Who is on our team?
- What competencies do we need on the team? Which do we have already?
- How do we bridge gaps in our team?

Values & culture

- What values do we pursue?
- How do we interact with each other and with customers?

THE UNITE INNOVATION & TRANSFORMATION MODELS www.digitalleadership.com/UNITE

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