THE UNITE BUSINESS MODEL SCORECARD

Rate your performance on a scale of 0 to 10:

1 – LEVERAGING EXISTING CAPABILITIES & ASSETS

Have you appropriately leveraged relevant assets & capabilities?

0 ——— 10

0 - No, we have not

10 - Yes, we are fully leveraging differentiating assets & capabilities

2 – UNFAIR ADVANTAGE

How strong and defensible is your Unfair Advantage?

0 ——— 10

0 - Nonexistent

10 - We have a defensible Unfair Advantage that translates into high profitability

3 – LOCK-IN EFFECT

How high are the costs to your customers of switching to another solution?

0 ——— 10

0 - There are no costs

10 - Switching is highly difficult & expensive

4 – REVENUE STRUCTURE

To what degree are your revenues recurring?

0 ——— 10

0 - All our sales are one-time

10 - All of our sales lead to automatically recurring revenues

5 – SCALABILITY

How well can the Business Model be scaled?

0 ——— 10

0 - Substantial resources and effort are required to scale

10 - As we increase our sales volume, our efforts hardly increase

6 – TIMING

Are you moving into this market at the right point in time?

0 ——— 10

0 - We are way too early or late

10 - The timing is perfect

7 – EASE OF ADOPTION & USE

How easily can your target segment become a customer of yours?

0 ——— 10

0 - This is going to be difficult

10 - There are no major inertias nor fears preventing people from switching to our product

8 – COST STRUCTURE

How well is your cost structure set up?

0 ——— 10

0 - High cost base, we incure high costs before being able to sell

10 - Very low cost base, we earn our revenues before incuring any costs

9 – IMITABILITY

How well does the Business Model protect you from competitors?

0 ——— 10

0 - Our Business Model can easily be copied

10 - Our Business Model is very tough to copy, thanks to our unique business architecture

10 – INVESTMENT REQUIRED

How much money do you need?

0 ——— 10

0 - Major investments required and we won't break even for years

10 - Initial investments are low and we anticipate breaking even quickly

11 – TIME TO MARKET

What is the time to market?

0 ——— 10

0 - We can be live within weeks

10 - It will require years of preparation and the related risk is high

12 – QUALITY & EXPERIENCE OF YOUR TEAM

Do you have a team in place capable of getting the job done?

0 ——— 10

0 - Unclear, no winning team is yet in place

10 - Strong & entrepreneurial team in place able to execute

Total score: _____

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