

HBC BUSINESS PLANNING CANVAS

Designed by:

Date:

Reference:

<p>CUSTOMERS</p>  <ul style="list-style-type: none"> Who are they? How many of them are there? What are their problems? <p><u>Quantify:</u> <i>Size of the market</i> <i>Value of the market</i> <i>The market niche</i> <i>Cross-selling opportunities</i></p>	<p>KEY ACTIVITY</p> <ul style="list-style-type: none"> What key activities are required? What are our distribution channels? What revenue streams could we have? <p><u>Categories:</u> <i>Production</i> <i>Problem solving</i> <i>Platform/network</i></p>	<p>WHAT PRODUCT ARE WE SELLING</p> <ul style="list-style-type: none"> Describe it What problem does it solve for the customer? What value are we providing? <p><u>Characteristics:</u> <i>Performance</i> <i>Customisation</i> <i>Accessibility</i> <i>Convenience</i> <i>Status</i> <i>Design</i> <i>Cost reduction</i> <i>Risk reduction</i> <i>Price</i></p> 	<p>KEY RESOURCES</p> <ul style="list-style-type: none"> What are our key resources? How do we distribute it? How do we interact with customers and maintain relations? <p><u>Types:</u> <i>Physical; intellectual; financial; human</i></p> 	<p>PARTNERS</p> <ul style="list-style-type: none"> Who do we need? What do they do? Who are key suppliers? What key activities do partners perform?  <p><u>Motivations to partner:</u> <i>Optimisation and economy</i> <i>Reduce risk</i> <i>Acquisition of resources and costs</i></p>
<p>COSTS</p> <ul style="list-style-type: none"> What are the most important costs in delivering our product? Which resources are most expensive? Which key activities are most expensive?  <p><u>Characteristics:</u> <i>Is our business cost or value driven?</i> <i>Fixed costs</i> <i>Variable costs</i> <i>Economies of scale and scope</i></p>		<p>REVENUE</p> <ul style="list-style-type: none"> What do customers really want to buy? What do they currently buy? How do they pay? How would they like to pay? What will they pay?  <p><u>Types:</u> <i>Asset sale</i> <i>Usage fee</i> <i>Subscription</i></p> <p><u>Pricing:</u> <i>List price</i> <i>Product dependent</i> <i>Volume dependent</i></p>		