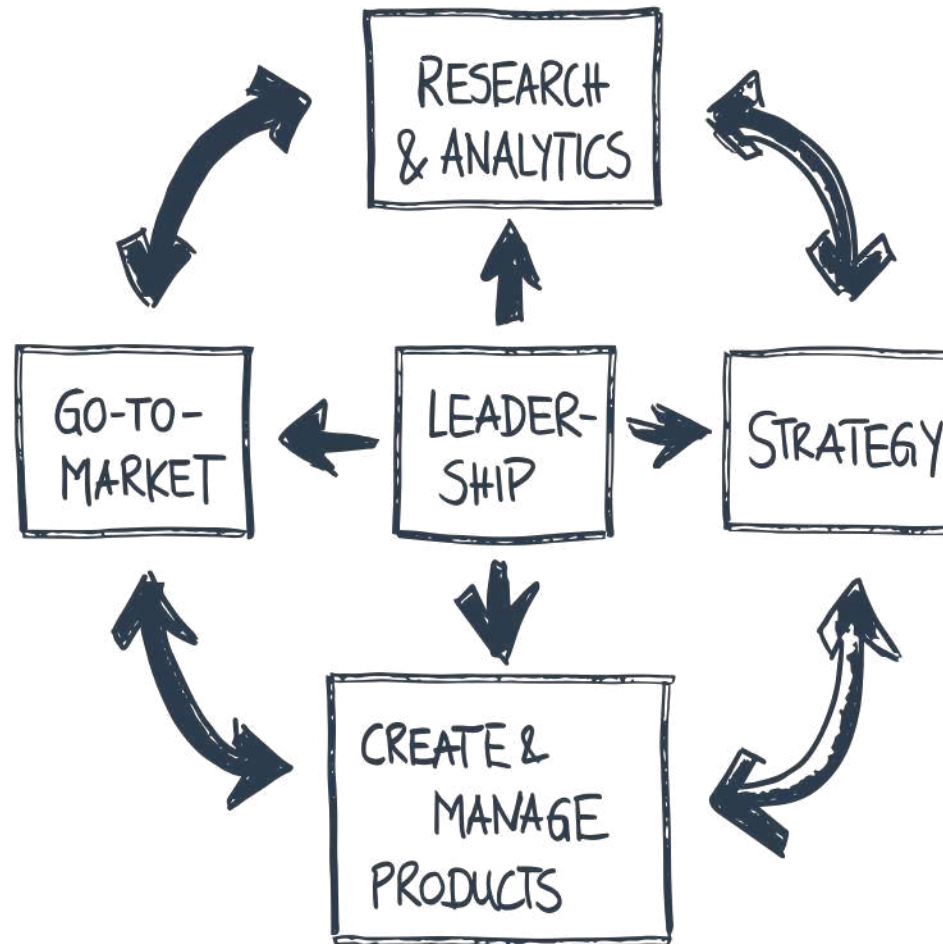




MODUL 3

STRATEGY & PLANNING

Strategie und Planung



Visionär

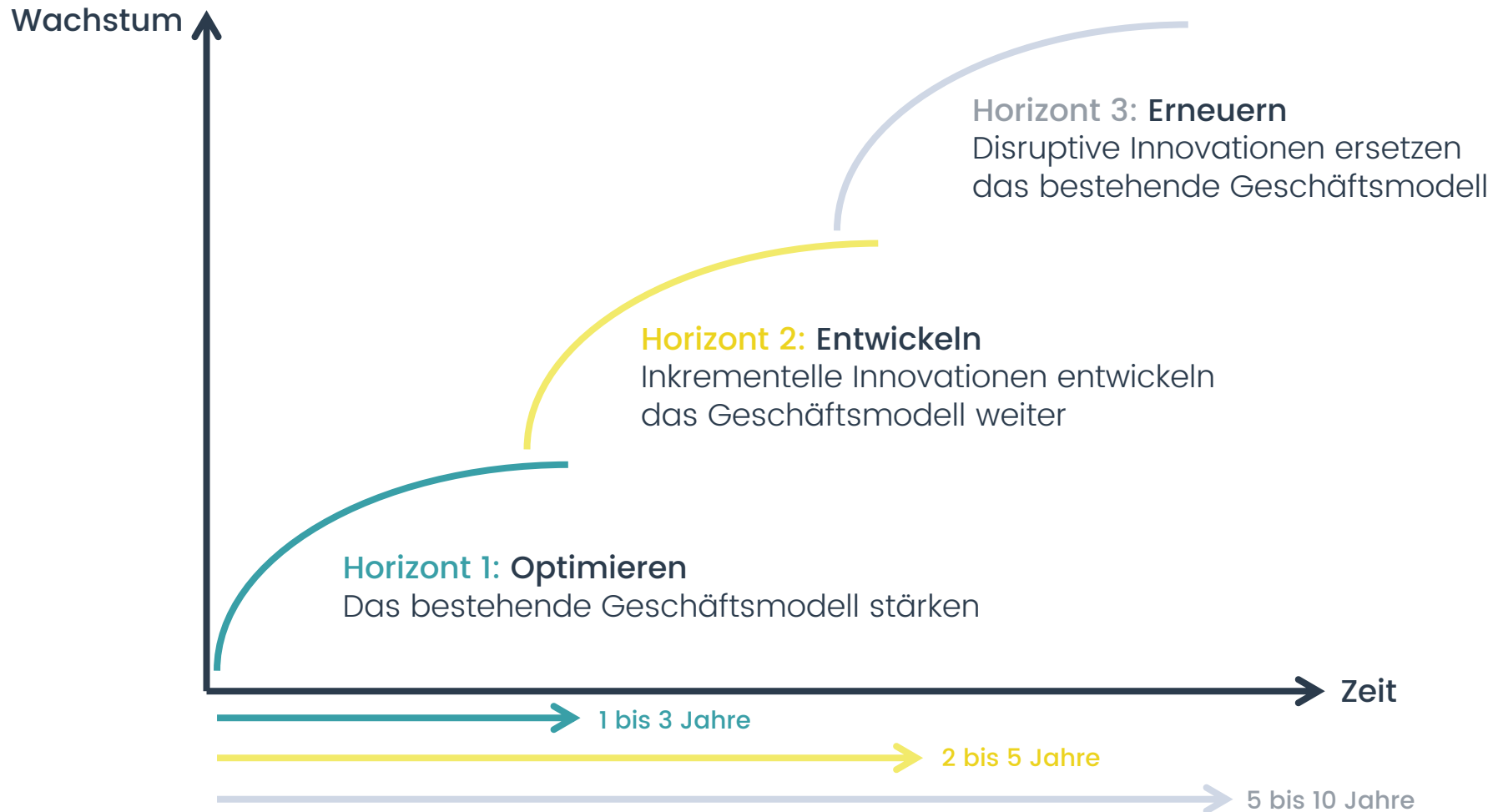
Strategie



Planning is bringing the future into
the present, so that you can do
something about it now.

ALAN LAKEIN

3 Horizonte Modell



The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 			Revenue Streams 	



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DESIGNED BY: Strategyzer AG
The makers of Business Model Generation and Strategyzer

 **Strategyzer**
strategyzer.com

9 Bestandteile des Business Model Canvas

Wertschöpfung: Kunden- und öffentlichkeitsbezogener Bereich

1. Kundensegmente

Die wesentlichen Ziel- und Bedarfsgruppen für die Produktidee

2. Nutzen- und Leistungsversprechen

Produkte, Dienstleistungen und Nutzen für die definierten Kundensegmente.

3. Kundenbeziehungen

Wesentliche Aspekte der Beziehung zu den definierten Kundensegmenten.

4. Marketingkanäle

Kanäle und Instrumente, über die das Unternehmen das Leistungsversprechen für den Kunden realisiert. Die Phasen des Akquisitionsprozesses: Bekanntheit, Auswahl, Kauf, Auslieferung und Kundendienst.

5. Einnahmequellen

Die wesentlichen Quellen für den Unternehmensumsatz.

Effizienz: Infrastruktur des Unternehmens

6. Schlüsselressourcen

Die wichtigsten Wirtschaftsgüter zur Umsetzung der Produktidee

7. Schlüsselpartnerschaften

Die wichtigsten Lieferanten und Partnerunternehmen zur Umsetzung der Produktidee

8. Schlüsselaktivitäten

Die wesentlichen Tätigkeiten zur Umsetzung der Produktidee

9. Kostenstruktur

Wesentliche Kostenblöcke zur Umsetzung der Produktidee

Lean Canvas

PROBLEM <i>List your top 1-3 problems.</i> 1	SOLUTION <i>Outline a possible solution for each problem.</i> 3	UNIQUE VALUE PROPOSITION <i>Single, clear, compelling message that states why you are different and worth paying attention.</i> 2	UNFAIR ADVANTAGE <i>Something that cannot easily be bought or copied.</i> 7	CUSTOMER SEGMENTS <i>List your target customers and users.</i> 1
	KEY METRICS <i>List the key numbers that tell you how your business is doing.</i> 6		CHANNELS <i>List your path to customers (inbound or outbound).</i> 4	
EXISTING ALTERNATIVES <i>List how these problems are solved today.</i> 1		HIGH-LEVEL CONCEPT <i>List your X for Y analogy e.g. YouTube = Flickr for videos.</i> 1		EARLY ADOPTERS <i>List the characteristics of your ideal customers.</i> 1

COST STRUCTURE <i>List your fixed and variable costs.</i> 5	REVENUE STREAMS <i>List your sources of revenue.</i> 5
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PRODUCT

MARKET

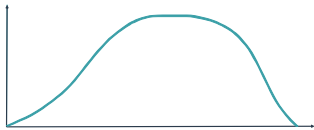
THE PRODUCT VISION BOARD EXTENDED

 VISION What is your purpose for creating the product? Which positive change should it bring about?			
 TARGET GROUP Which market or market segment does the product address? Who are the target customers and users?	 NEEDS Which problem does the product solve? What benefit does it provide?	 PRODUCT What product is it? What makes it stand out? Is it feasible to develop the product?	 BUSINESS GOALS How is the product going to benefit the company? What are the business goals?
 COMPETITORS Who are your main competitors? What are their strengths and weaknesses?	 REVENUE STREAMS How can you monetise your product and generate revenues?	 COST FACTORS What are the main cost factors to develop, market, sell, and service the product?	 CHANNELS How will you market and sell your product? Do the channels exist today?

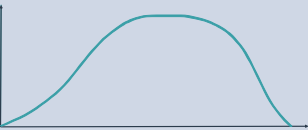
Strategic Product Canvas

Product Vision Warum gibt es dieses Produkt? Sinn und Zweck, Value Proposition				
Target Group, Customer Segment, User		Desired Customer Outcome Welches Problem löst das Produkt? Wie und inwiefern verbessert sich die Situation von Kunden und Anwendern? Welche (Verhaltens-) Änderung bewirkt das Produkt?		
Life Cycle 	SWOT Strengths Weaknesses Opportunities Threats		Competitive Advantage USP	Strategic Objectives
Strategic Activities				
Product	Service	Revenue Stream, Pricing Model	Distribution Channels	Marcom

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