Business Modeling in a nutshell

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Prüfungsleiter und Dozent "Innovative Business Creation"
Tools
VALUE NETWORK CANVAS

BUSINESS MODEL CANVAS

VALUE PROPOSITION CANVAS

TARGET OPERATING MODEL

DESIGN, EXPLORATION, VALIDATION

EXECUTION, EVOLUTION
Value Map - DESIGN -

FIT

Customer Profile - OBSERVE -
Process
Workshops mit vielen VPC und BMC Prototypen
Problem-Solution Fit

Ideation

Customer Discovery
Customer Profile

Get out of the building!
Hypothesen!

Value Map

Interests and relevance
Priorities and preferences
Willingness to pay

BUILD
LEARN
MEASURE

MVP
Customer Discovery

Problem-Solution Fit

Product-Market Fit

Business-Model Fit

Ideation

Customer Discovery

Customer Validation

Customer Creation