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| The Business Model Canvas\* Decision Making tool\* Motivate customer and owner |
|   | **Exceeds Standards****(8-10)** | **Meets Standards****(5-7)** |  **Approaching Standards****(0-4)** |  |
| Product Idea**30 pts**\* Minimum Viable Product | Well thought out, creative, and unique product that is viable to the market place. It is evident that extensive thought was put in to the MVP idea. | A creative product that is/ may be viable in the market place. Some thought was given to the MVP creation of the product idea. | Poorly considered and presented product that may not be practical in the market place. Little to no thought or consideration was put in to MVP idea. |  |
| 1. Value Proposition**30 pts**\* Customer's problems solving\* Customer Needs\* Key features of product\* Match customers problems | Specific customer problems cited and needs with extensive back up data to show MULTIPLE market potential. Specific key features of product that match the customers problems/needs. | Specific customer problems cited and needs with back up data to show market potential. Specific key features of product that match the customers problems/needs. | Vague specific customer problems cited and needs with lack of back up data to show market potential. Specific key features of product that does not match the customers problems/needs. |  |
| 2. Customer Segments**30 pts**\* Most important customer\* Archetypes\* Job we are doing for customer | Clear understanding of specific customers in MULTIPLE markets. Specific business model archetypes for each market. Multiple jobs we are handling for the customer specific to the market. | Clear understanding of specific customers with potential size of market. Specific business model archetypes for customer. Complete understanding of the job we are handling for the customer | Clear understanding of specific customers missing potential size of market . General lor missing business model archetypes for customer. Missing or to general of an understanding of the job we are handling for the customer. |  |
| 3. Channels**30 pts**\* B2B\* B2C\* Specific Channels\* Alternative Channels | Extensive research of B2B/B2C channels of distribution with citations for each specific and alternative channels. | Specific B2B/B2C channels of distribution with citations for each specific and alternative channels. | Unclear B2B/B2C channel understanding. Missing specific channels and alternative channels. |  |
| 4. Customer Relationships**30 pts**\* How to attract customer\* How to keep customer\* How to grow customer | In depth three part plan to attract, keep and grow customers with specific benchmarks. Specific understanding of the complete customer relationship needs. | Three part plan to attract, keep and grow customers with specific benchmarks..Clear understanding of the complete customer relationship needs. | Missing steps to attract, keep and grow the customer. Missing understanding of needed relationship with customer. |  |
| 5. Revenue Streams**30 pts**\* How do we make money\* Revenue Model\* Pricing tactics | Exceeds StandardsClear understanding of the profit stream for the product/service in MULTIPLE markets. A complete revenue model based on MULTIPLE customer segments. Specific pricing tactics for each customer segment. | Meets StandardsClear understanding of the profit stream for the product/service. A complete revenue model based on customer segments. Specific pricing tactics for customer segment. | Approaching StandardsA general understanding of the profit stream for the product/service. A partial revenue model based on customer segments. General pricing tactics for customer segment. |  |
| 6. Key Partners**30 pts**\* Key Partners\* Key Suppliers\* Resource from partners and suppliers\* What are we giving key partners | An extensive list of key partners, suppliers, resources required of each key partner. Key partners expected return from your side of the venture with monetary value | A complete list of key partners, suppliers, resources required of each key partner. Key partners expected return from your side of the venture. | Incomplete of missing list of key partners, suppliers, resources required of each key partner. Key partners expected return missing or to general, from your side of the venture. |  |
| 7. Key Activities**30 pts**\* Required key activities\* Manufacturing?\* Technology?\*Supply Chain? | List of key activities with backup data on needs to achieve key activities for MULTIPLE markets. Detailed tasks for manufacturing, technology, supply chain and other activities specific to product/service. | List of key activities with backup data on needs to achieve key activities. Detailed tasks for manufacturing, technology, supply chain and other activities specific to product/service. | Missing or general listof key activities without backup data on needs to achieve key activities. Missing detailed tasks for manufacturing, technology, supply chain and other activities specific to product/service. |  |
| 8. Key Resources**30 pts**\* Financial\* Physical\* Intellectual property\* Human resources\* Other | Complete list of resources needed with citations for connecting with the resources, and sorted by prioritization by MULTIPLE markets. | Complete list of resources needed with citations for connecting with the resources, and sorted by prioritization. | General list of resources needed with out citations for connecting with the resources, and and missing prioritization. |  |
| 9. Cost Structure**30 pts**\* Critical Costs\* Fixed Costs\* Variable Costs | Explanation of critical costs for product/service with sources for MULTIPLE markets. Complete spreadsheet with detailed fixed and variable for a startup or in house resource requirement by MARKET. | Explanation of critical costs for product/service with sources. Complete spreadsheet with detailed fixed and variable for a startup or in house resource requirement. | Missing or general critical costs for product/service with out sources. In-complete spreadsheet with detailed fixed and variable for a startup or in house resource requirement. |  |

COMMENTS:

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