

The BizScalers Business Model Canvas - Evaluation Questions

Customers	Problems	Solution	Competitive Advantages	Marketing Channels
<p>Target Customers and Brief Profile</p> <ul style="list-style-type: none"> • Are you focused on the right target market? If not, why not? • Are you focused on the right buyers in this market? • Is this market growing, stagnant or in decline? • Is there a way to reduce or narrow your target market to a more focused niche? • Do you need to add a new and/or adjacent target market? • Do you need to consider moving to an entirely new market? • Do you need to move upscale? • Do the people in this target market have an urgent need that you can solve? • Do they have enough money to pay for your solution at the price point you want to charge? • Can you take significant market share in this market? • Do you want your current target market to be your primary target market moving forward or not? 	<p>Top 3-5 Problems</p> <ul style="list-style-type: none"> • What core problems does your “who” want to find solutions for (related to solutions you either currently provide or could provide)? • Another way of asking this question is, “What job does your prospect/customer want done (i.e. that they’re having a hard time finding a solution for)? • Is the current problem you’re solving an “urgent want” or a “nice to have want”? • If it’s not an “urgent want,” what problem(s) would they want to solve urgently? • Have you identified any problems that are big enough that they’re worth solving? 	<p>Top 3-5 Features and Benefits</p> <ul style="list-style-type: none"> • Are there any features your prospects/customers eagerly want to see added to your core offers? • Is your current offer gaining traction? If not, why not? • What do you think could help create more traction in your market space? • Compared to your main competitors, is your offer significantly better than theirs? What evidence do you have of that? • What could be added or enhanced or changed to make your solution significantly better than your competitors? • Is your offer difficult to replicate/ copy by others? If not, what would make it difficult to replicate? • Is your current price something that your target market can easily afford (for the value they receive)? 	<p>Top 3-5 Differentiators</p> <ul style="list-style-type: none"> • What do you do better than your competitors? • What do your competitors do better than you? • What do you do that makes you unique/different? • When someone asks you why they should choose you, what do you say? • What do your current customers want that they can’t find in your market space? • What are the top three urgent wants in your target market? • How could you “riff” off of one or more of those top three wants to make your offering significantly different? • The top four wants in most markets are bigger, better, faster, cheaper. How could you take what you currently offer and make it bigger, better, faster and/or cheaper? 	<p>Primary Ways You’ll Get In Front of Customers</p> <ul style="list-style-type: none"> • Evaluate each channel you’re currently using on a scale of 1-10 (high) for its ROI (i.e. on time/effort and money invested) • Are there any channels you think you need to change out this year? • When you look at the other marketing channel options available, are there any you think you should consider adding to your marketing mix over the next 12 months? • Which of your potential marketing channels (current and/or possible) are more scalable (for example, paid ads are more scalable than referrals)? • Which marketing channels make it easiest to connect with your ideal prospects/buyers? • Which marketing channels will best position your business for future growth?
Conversion/Sales Process	Delivery/Fulfillment		Pricing	Profit Model
<ul style="list-style-type: none"> • Could you automate some part or all of it? • Could you use less expensive people to carry out parts or all of it? • Do you need to add more human contact in your process? • Do you need to systematize more of your process(es)? • Do you need to outsource some part or all of your sales process? • Do you need to hire more full-time sales people? 	<ul style="list-style-type: none"> • Do you need to automate any part or the entire process? • Do you need to outsource any part or the entire process to an outside vendor (e.g. a packager or distributor)? • Do you need to move to a just in-time process? • Can you reduce the amount of people time involved in your process? • Can you use geo-arbitrage to your advantage? • Do you need to speed up your process (e.g. from 7 days to 1 day)? 		<ul style="list-style-type: none"> • What prices could you raise? • Do you need to consider using a fixed or value-based pricing strategy? • Do you need to consider adding up-sells, cross-sells or down sells into your sales process (and at what price points)? • Do you need to add more value (features/benefits) to your solution to justify a higher price? 	<ul style="list-style-type: none"> Revenue COGS Gross Profit Expenses Net Profit LTV