

The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

TRACK

TEST

TRACE



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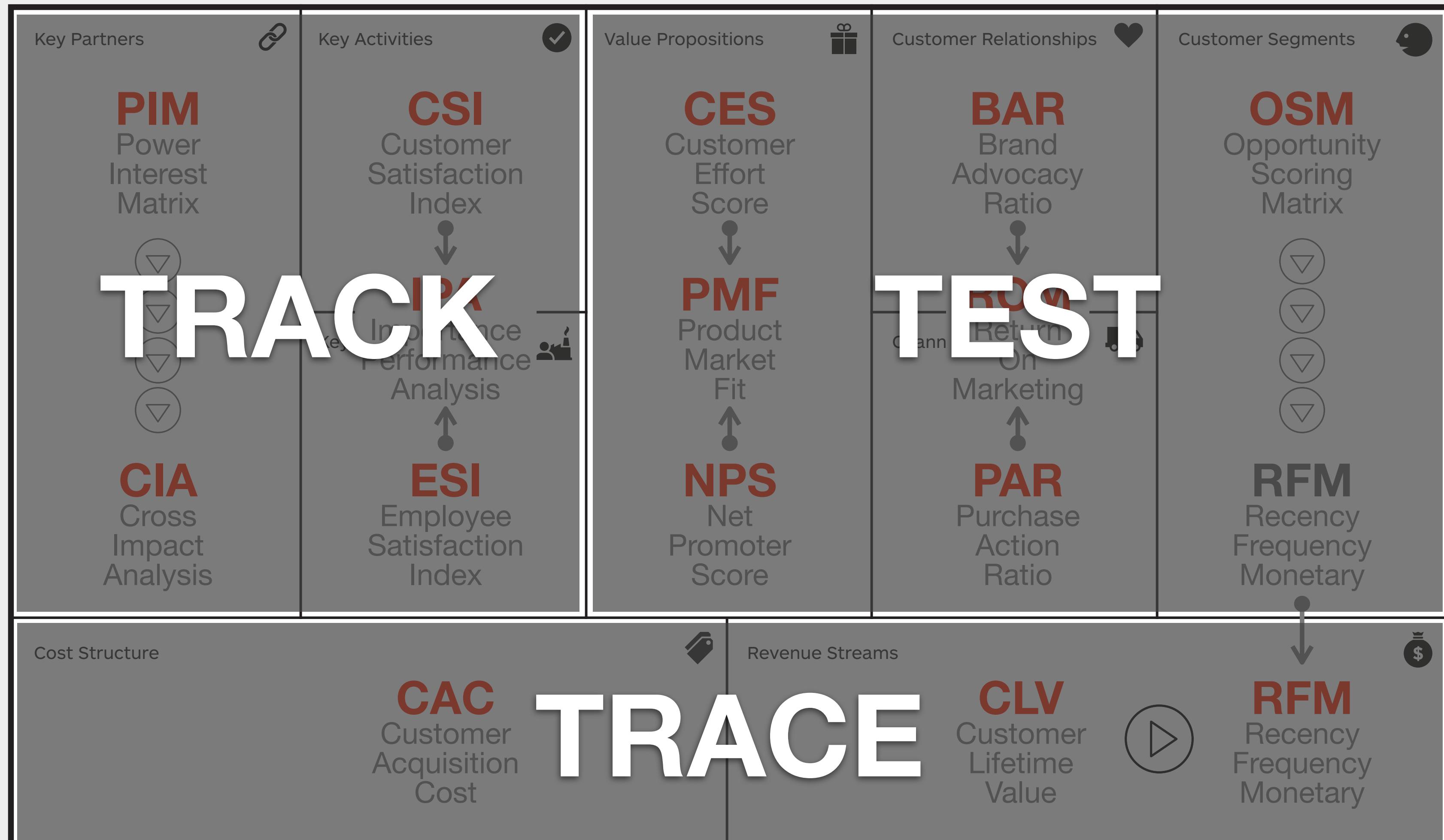
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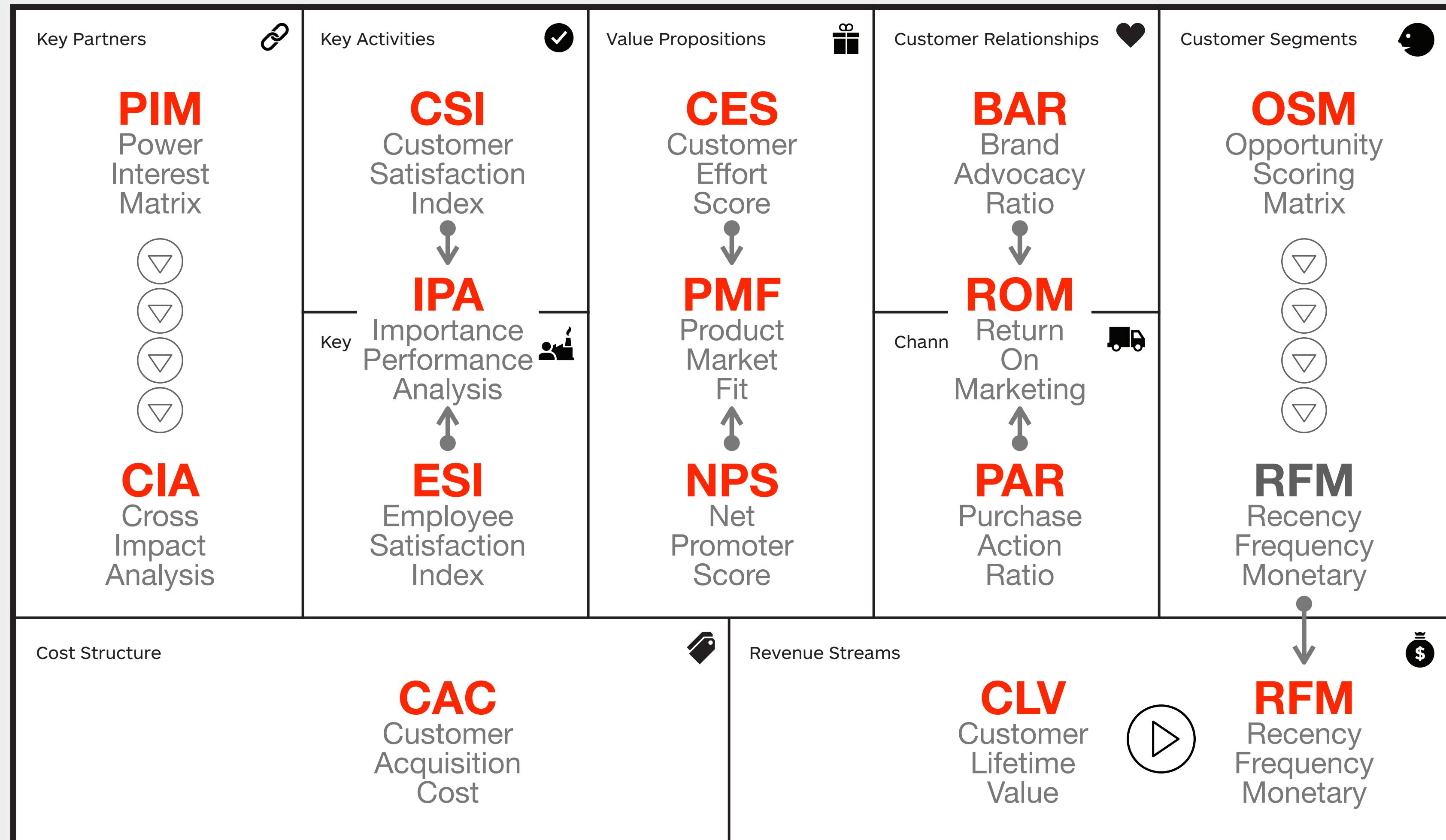
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PATHWAY 1

OSM

CES

PMF

NPS

RFM

Customer Centricity

PATHWAY 2

OSM

BAR

ROM

PAR

CLV

Marketing Productivity

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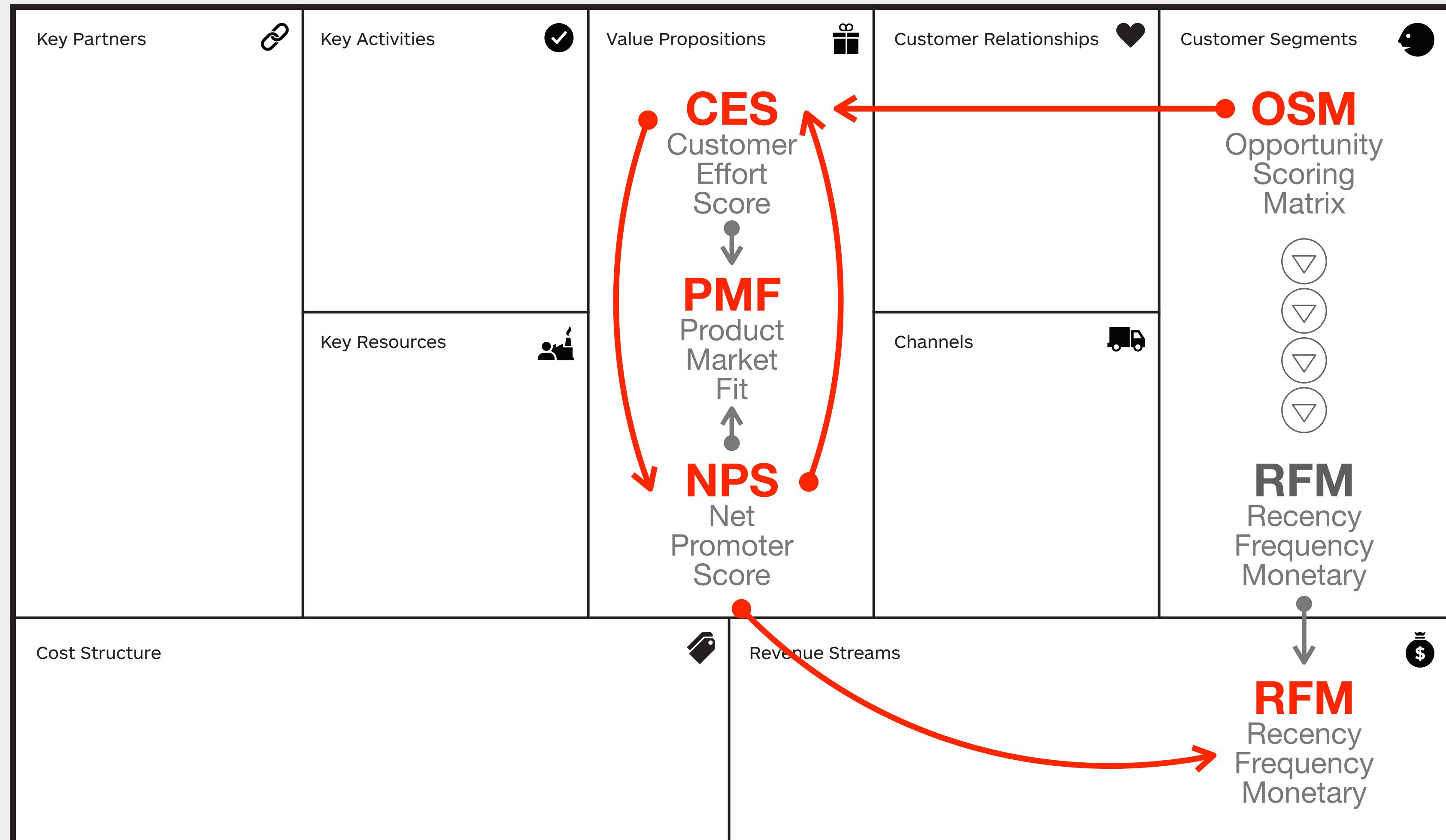
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PATHWAY 1

Customer Centricity

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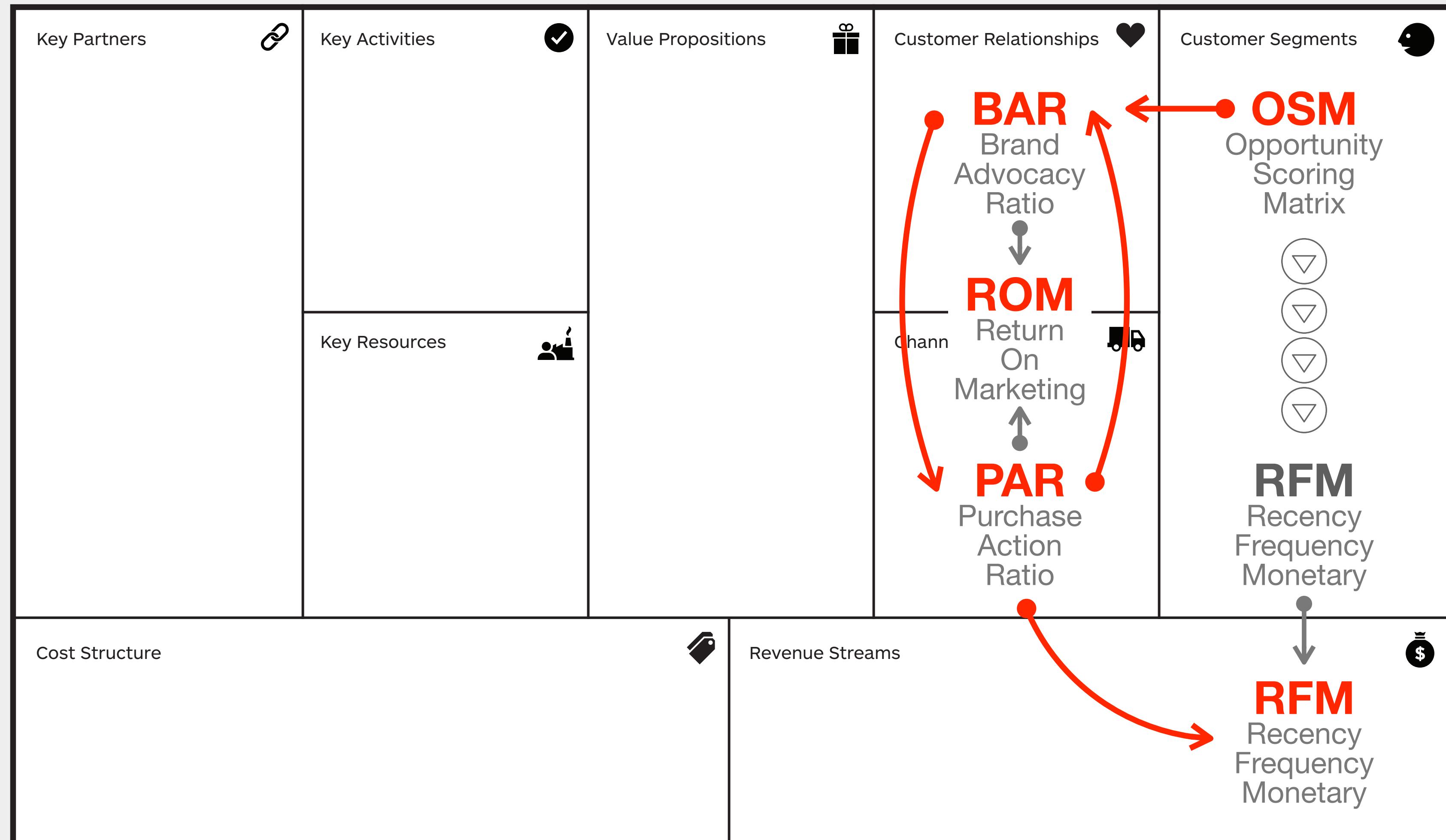
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PATHWAY 1

PMF

CSI

IPA

ESI

RFM

Organisation Internality

PATHWAY 2

PMF

PIM

CAC

CIA

CLV

Business Connectivity



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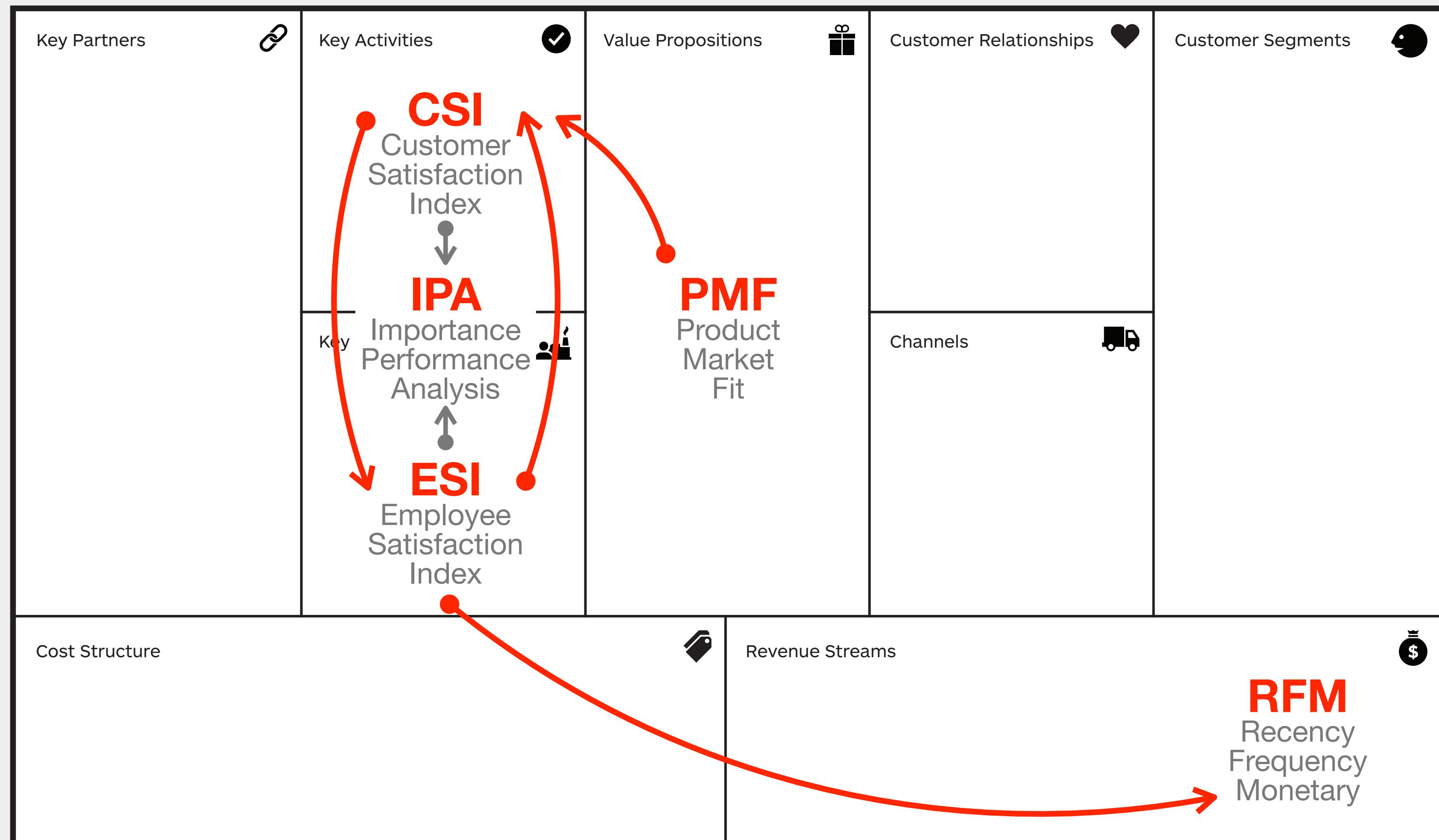
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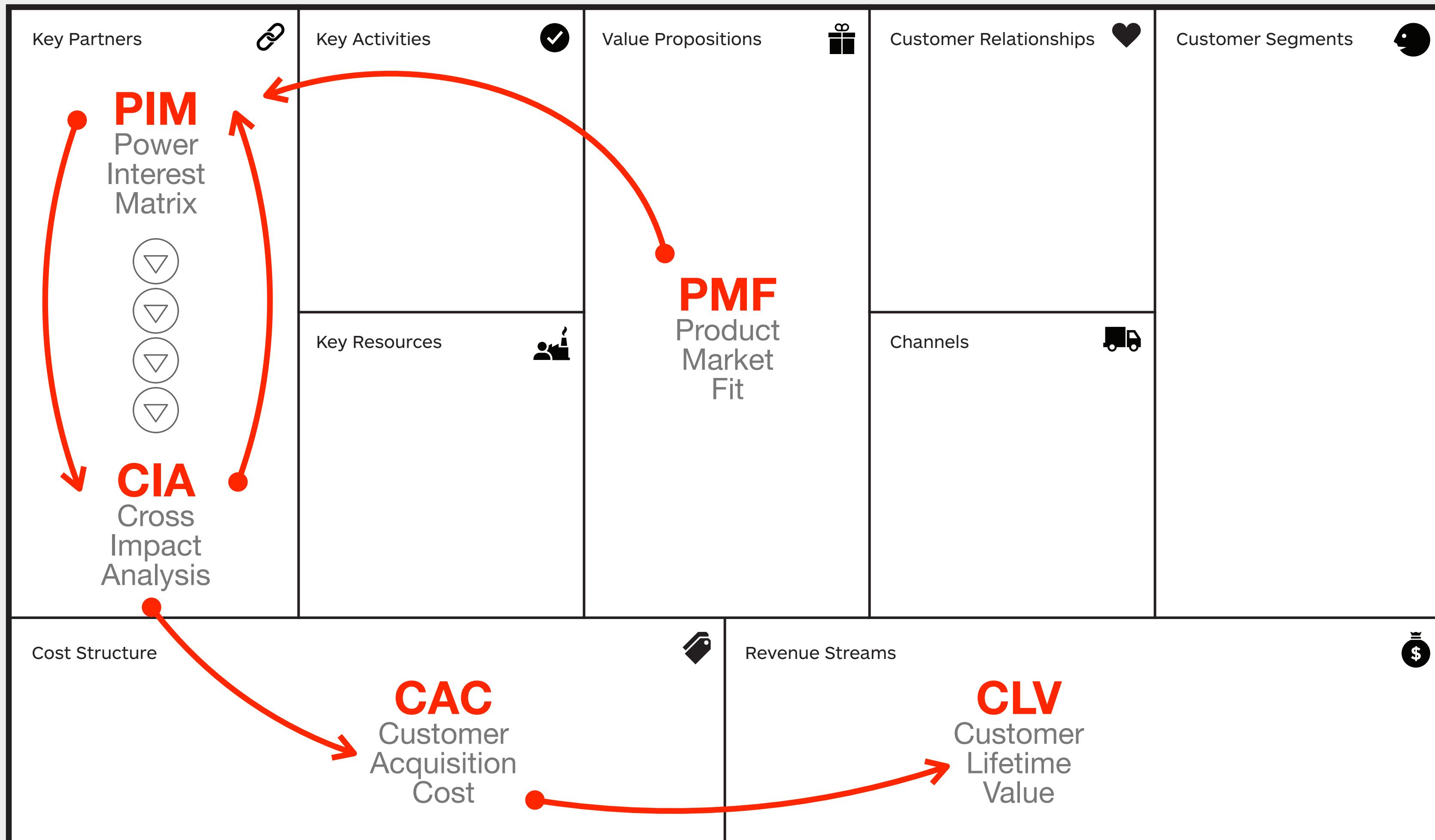
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PATHWAY 1

CAC

CLV

>

1 : 3

10x

Corporate Profitability

PATHWAY 2

RFM

+

+

+

FAN

Customer Equity

TRACE



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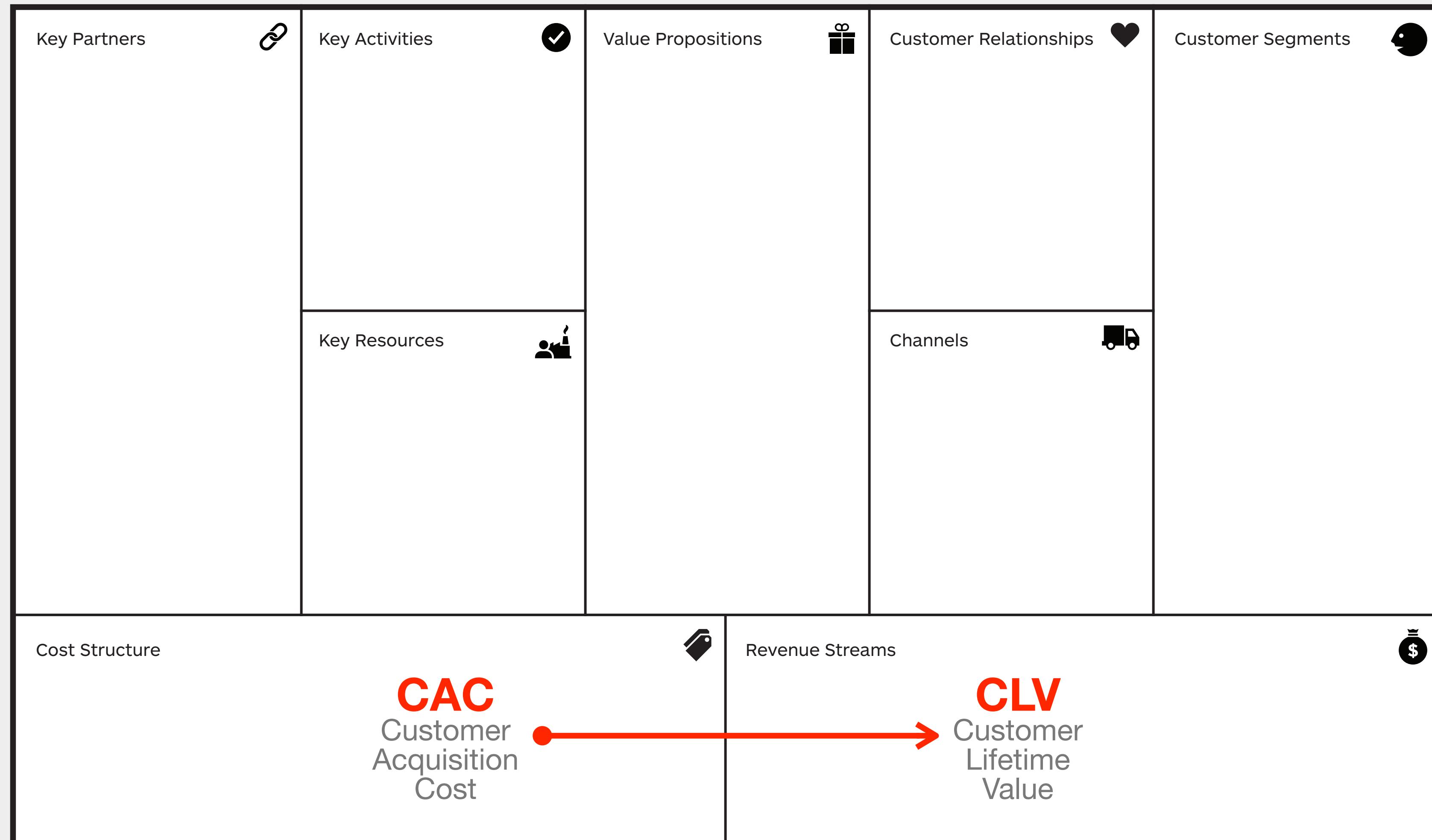
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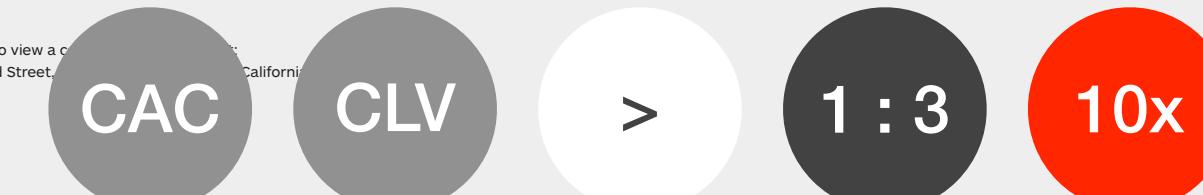
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PATHWAY 1

Corporate Profitability

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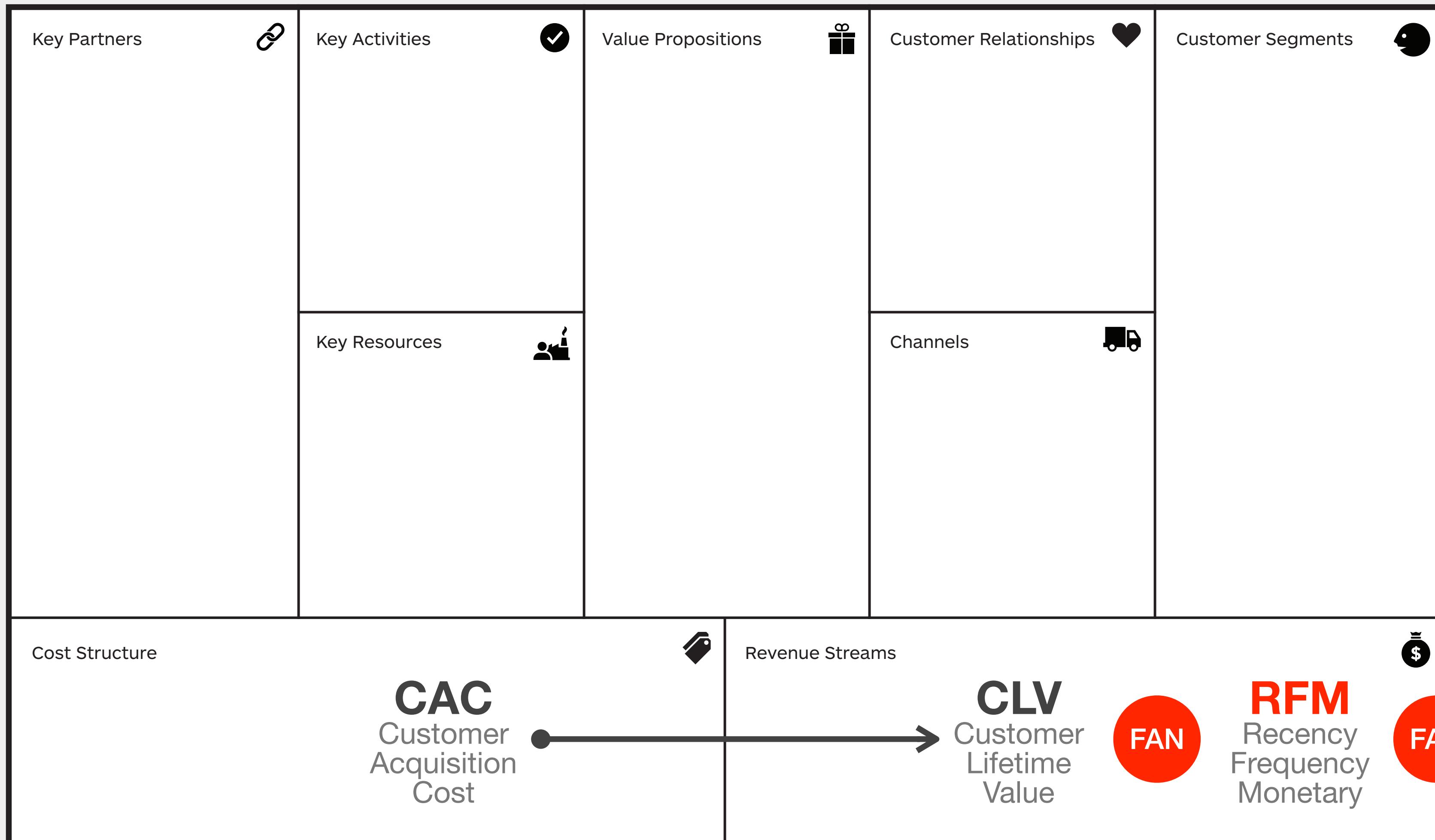
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PATHWAY 2

Customer Equity

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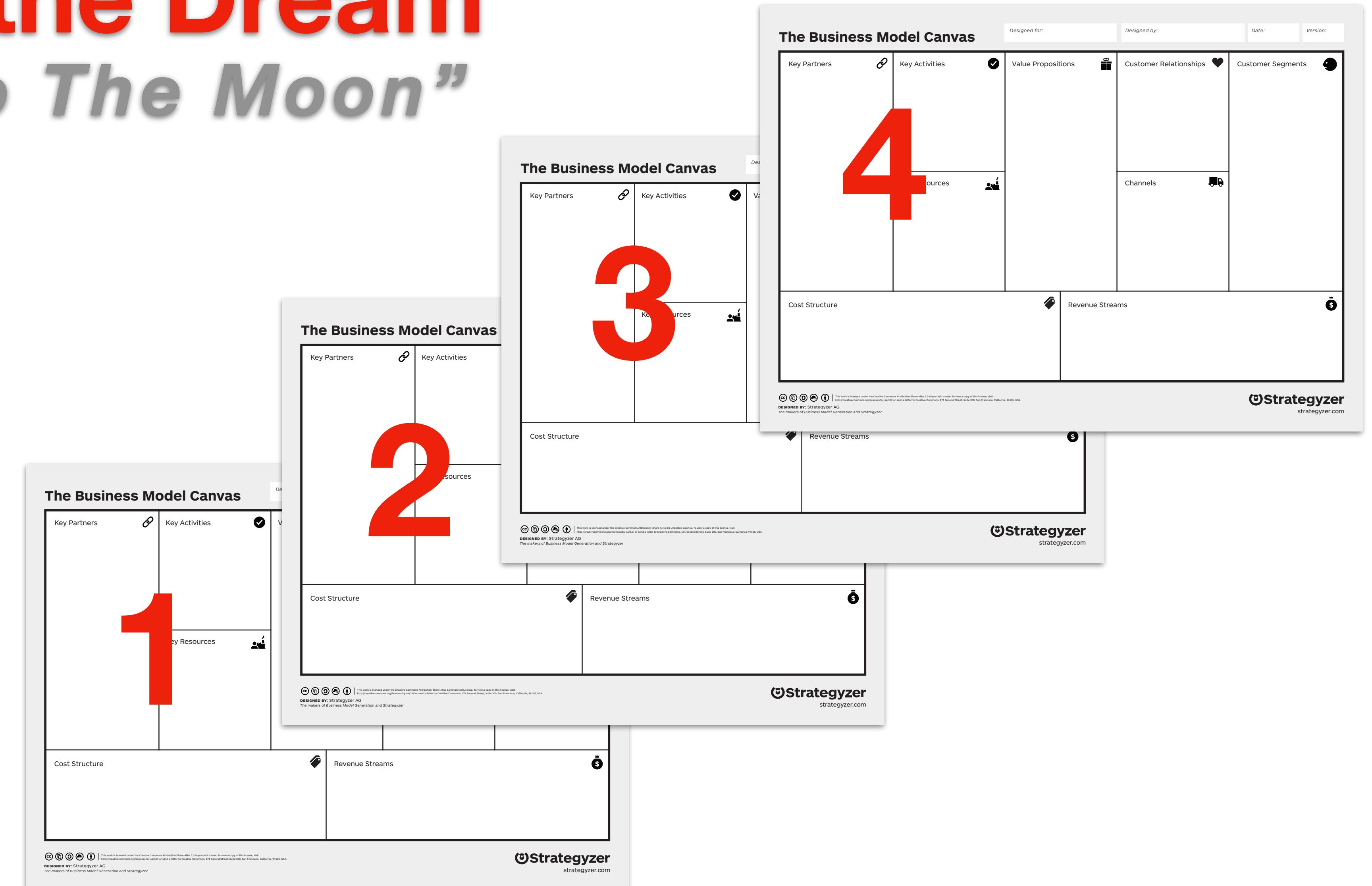
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Chasing the Dream

“Mission To The Moon”



Design, Test, Repeat

The search for value propositions that meet customer jobs, pains, and gains is a continuous back and forth between designing prototypes and testing them. The process is iterative rather than sequential. The goal of *Value Proposition Design* is to test ideas as quickly as possible in order to learn, create better designs, and test again.

