



Game Board

Describe your company's
current business model

Company Name

Date

TARGET CUSTOMER



- Who is your target customer?
- Who do you sell your product to?
- Are there connecting elements between your clients?

VALUE PROPOSITION



- How do you contribute to your customer's life?
- How do you make your customer's life easier, more enjoyable or simply better?
- What is the core of your service or product?

VALUE DELIVERY



- How do you deliver value to your customer?
- Think of the stages before and after they purchase your product or service.

REVENUE MODEL



- Is there a logic of how you charge your clients?
- How often and when do they have to pay?
- How is the price determined?



**Business
Innovation
Cards**

Idea Evaluation Sheet

Company Name

Describe your new
Business Model Idea

Date

Name your Business Model Idea

Drawing or short description

Put the original sticky note here

We help

target customer

which like to

customer need

with

value proposition

Our three biggest assumptions are:



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