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**STRATEGIC CONSULTING. CULTIVATING INNOVATION.**

**CLIENT WORKSHEET- BUSINESS PROFILE**

We provide this optional worksheet for our clients so that you may have the opportunity to write out the rationale of how your business will create, deliver and capture value.

By mapping out the key elements of your business at the early stages of your company, you give yourself a competitive advantage over other businesses and entrepreneurs.

When you finish this worksheet, you should have a clearer understanding of your company and a more in-depth analysis of the core components of your business model.

Remember, have fun with this and do your research. This illustration should serve as a tool for the thinking and planning that we will be doing in the near future! –JWC

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| 1, What is the **PROBLEM**? So basically, what is the issue that a customer would need to be experiencing in order to create a demand for your product/service?  For example, many people are going vegan and many food industries have had to adapt to this culture or fail to keep up with the demand. That has been a **PROBLEM** for them.  You should be able to list 2-5 **PROBLEMS** that make your business desirable/necessary. |

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| 2, Who is your **TARGET AUDIENCE**? This meaning, “what different groups and organizations are you aiming to sell your product(s)/service(s) to?”  For instance, you may have a product or service that caters to certain age demographics or people who make 6 figure salaries a year. That would be your **TARGET AUDIENCE**.  You should be able to list 2-5 **TARGET AUDIENCE’S** that make your business desirable/necessary. |

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| 3. What is the **UNIQUE VALUE PROPOSITION** of your business? This question really aims to answer “what is a clear, compelling reason that creates value to the consumer” and “is unique and not easily attainable or purchased.” This reason should also be the motivation why people will choose your product/service over another.  For example, if you have any special certifications or licenses, those count as **UNIQUE VALUE PROPOSITION’S.** Also, having any special connections or relationships could also count under this category.  You should be able to list 1-3 **UNIQUE VALUE PROPOSITION’S** that define and project potential costs/expenses for your company.  4. What is your **SOLUTION** to the problem? This meaning, “what is it about your product/service that offers a solution to the problem of the consumer?”  Referring back to the previous example, companies that sell/manufacture/distribute plant-based products have become popular and profitable. This is a **SOLUTION** to an existing and known problem.  You should be able to list 2-5 **SOLUTIONS** that make your business desirable/necessary. |

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| 5. What is your **CHANNEL** to the consumer audience? This meaning, “what platforms are you using to reach your target audience?”  For example, some companies use social media to reach their customers. Some rely on word of mouth referrals.  You should be able to list 2-5 **CHANNELS** that your company uses to reach customers. |

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| 6. What are the **REVENUE STREAMS** of your business? Here you will want to think about how you generate money from your various consumer segments.  For example, **REVENUE STREAM** types are advertising, sponsored ads, marketing, catering to specific audiences, etc.  You should be able to list 2-5 **REVENUE STREAMS** that you will have in your company. |

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| 7. What are the **KEY METRICS** of your business? These are “what you use to measure the success and performance of your company.”  For example, Instagram shows you stats on your post, informing you of how many people viewed, shared, liked, commented, etc on it. These stats are considered **KEY METRICS** and can be used to evaluate the amount of engagement it has received.  You should be able to list 2-5 **KEY METRICS** that you will use to measure success/performance in your company. |

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| 8. What are the **UNFAIR ADVANTAGES** of your company? This meaning “what about your company cannot be easily bought or obtained?”  For example, your network or specific knowledge can be an **UNFAIR ADVANTAGE** for your company. Because of what you know or who you know, this can be used to amplify sales and promotion strategies.  You should be able to list 2-5 **UNFAIR ADVANTAGES** that you will have in your company. |