GSV STARTUP BOOTCAMP
WEEK #3 SKINNING THE CAT
Business Models and Growth

A. Be able to define in 1-3 sentences what your company does.
so that a sixth-grader can understand

B. Discuss the 9 Elements of Business Model Canvas (and should have available thru Public Commons....also up on the GSV Bootcamp website resources)

1)Who is your customer? (See Bill Sahlman's 9 questions to answer about the customer)

<<<<Bill Sahlman's 9 questions>>>>

#1) Who is the Customer?
#2) How does the Customer Make decisions about buying this product or service?
#3) How Compelling is the purchase of product or service for the customer?
#4) How will you Reach all the identified customer segments?
#5). How much does it cost in time and resources to acquire a customer?
#6). How much does it cost to produce and deliver a product or service?
#7). How will the product or service be priced?
#8) How much does it cost to support a customer?
#9) How easy is it to retain a customer?

2)What's your Value proposition? (what problem are you solving or need fulfilling?)

3)Channels to deliver product or service (how you going to reach the customer? Web? Store? Quota carrying Salespeople? Distributor?)

4)Customer Relationships (Aquire, Keep and Grow)

5)Revenue Streams (How are you going to make money? What is the flywheel—Jim Collins)

6) Key Activities (production, problem-solving, platform, network)

7) Key Resources (Physical, Financial, Human, IP)

8) Key Partners (optimize results, reduce risk, help accomplish key activities)

9) Cost Structure (what are the most important costs associated with the business model, cost of key resources? Maximum automation? Fixed Cost? Variable Cost? Economies of Scale?)
C. Describe Jim Collins "Flywheel" and how important that is for successful Business Model

D. What's least dilutive form of Capital to finance business (customer revenue)

E. What is an Impact Business and Sustainable business? (Purpose with Profit>>>>Drive of For-Profit and Heart of Not for Profit...Job and Joy...Integration/alignment of Daily work with deeply held values.)