

LIFE Modified Business Model Canvas © – Aligned with DE24+

IDENTITY

BUSINESS STRATEGY

Founding Team: _____
 Business Purpose: _____
 Core Values: _____
 Problem/Solution: _____
 Initial Assets: _____
 Social Impact: _____
 End in Mind: _____

EXTERNAL

WHAT: FOCUS

WHO IS THE CUSTOMER

- Market Segmentation
- Beachhead Market
- Total Addressable Market
- End User
- Persona

HOW: EXECUTION

CUSTOMER ACQUISITION

- Customer Decision Making Unit
- Decision Making Process
- Go to Market Strategy
- Buying Cycles
- Windows and Triggers

FINANCIALS

REVENUES

- Business Model
- Pricing Framework
- Revenue Streams
- Customer Life Time Value (LTV)

INTERNAL

VALUE CREATION

- Full Life Cycle Use Case
- High Level Product Specification
- Quantified Value Proposition
- Core and Moats
- Competitive Positioning

DESIGN & BUILD

- Key Resources
- Identify /Test Key Assumptions
- Minimum Viable Business Product
- Tracking Metrics
- Product/Market Fit

COSTS

- Cost of Customer Acquisition
- Sales and Marketing
- Engineering, R&D
- G&A Overhead
- LTV/COCA Ratio

OPERATIONS

CAPACITY & CAPABILITY

- Systems, Structures, Processes
- People & Partnerships
- Leadership & Culture
- Learning & Innovation

KEY ACTIVITIES & OPERATIONS

- Customer Management
- Financial Management
- Performance Management
- Innovation Management
- Culture Management
- Social Impact Management

GROWTH & FINANCING

- Growth and Scaling
- Creative Financing
- Product Expansion
- Follow On Markets
- Exit Strategy

