

# THE 1-PAGE BUSINESS MODEL

## THE SEVEN FACTORS FOR A SUCCESSFUL BUSINESS MODEL

### F1 - A Job To Be Done

A Job To Be Done (see a need, fill the need) exists that you will fulfil with your solution (a product, service, and experience bundle).

Write down here all the Jobs To Be Done that you have identified.

Choose the most important job to work on.

### F2 - A Complete Solution

A complete solution for a Job To Be Done is needed and is provided to customers through a Unique Value Proposition (UVP).

Develop and describe here a complete solution for the chosen Job To Be Done.

### F3 - Prospective Customers Agree

Prospective customers agree that their Job To Be Done is best satisfied with your solution.

Ask your target customers if they accept that the job you have identified is important to them and whether your solution satisfies that need.

What percentage of the total customer segment agree?

### F4 - Prospective Customers Are Prepared To Pay

Prospective customers are prepared to pay the price that you need (sell price greater than *all* costs, and then some).

You have a Business Model viability issue if you get to this point having satisfied all the previous factors only to find that prospective customers don't value your solution enough to want to pay for it.

Try to sell your Minimum Viable Solution (or complete solution).

How many sales did you get? What did you learn?

### F5 - Prospective Customers Exist

Prospective customers exist in enough numbers for growth and sustainability.

Are there enough prospective and repeat customers?

### F6 - Customers Advocate

Customers advocate because they are so pleased with your solution, they effectively sell your solution for you.

This is a longer-term goal, but the foundations for achieving it must be laid when developing the solution.

Do your customers advocate?

### F7 - Enduring Transient Competitive Advantage

Enduring Transient Competitive Advantage is the ultimate goal, as a sustainable competitive advantage is rare long-term.

What are you doing to create the capability to exploit enduring transient competitive advantage?

This is a longer-term goal, but the foundations for achieving it must be laid when developing the solution.

What are you doing to develop your replacement Business Model?