

THE 1-PAGE BUSINESS MODEL

THE SEVEN FACTORS FOR A SUCCESSFUL BUSINESS MODEL

F1 - A Job To Be Done

A Job To Be Done (as in “see a need, fill the need”) exists.

The Job To Be done is what 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 required and is provided to customers through a Distinctive Value Proposition (DVP).

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

Describe what is going to be distinctive about your value proposition.

F3 - Prospective Customers Agree

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

Ask your target customers if they accept that the job you have identified is important to them and whether your DVP both satisfies their needs and is appealing to them.

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 require (sale price = cost of making DVP + gross profit).

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 DVP enough to want to pay for it.

Try to sell your Minimum Viable Solution (sub-set of DVP), or if appropriate, the complete DVP.

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?

You have a Business Model sustainability issue if you get to this point, having satisfied all the previous factors, only to find that there aren't enough prospective and repeat customers to achieve the sales volume you require both now and in the future.

F6 - Customers Advocate

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

This is a longer-term goal, but the foundations for achieving it are laid when developing the solution and DVP.

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 are laid when developing the solution and DVP.

What are you doing to develop your replacement Business Model?