



**THE
MARKETING FOUNTAIN**

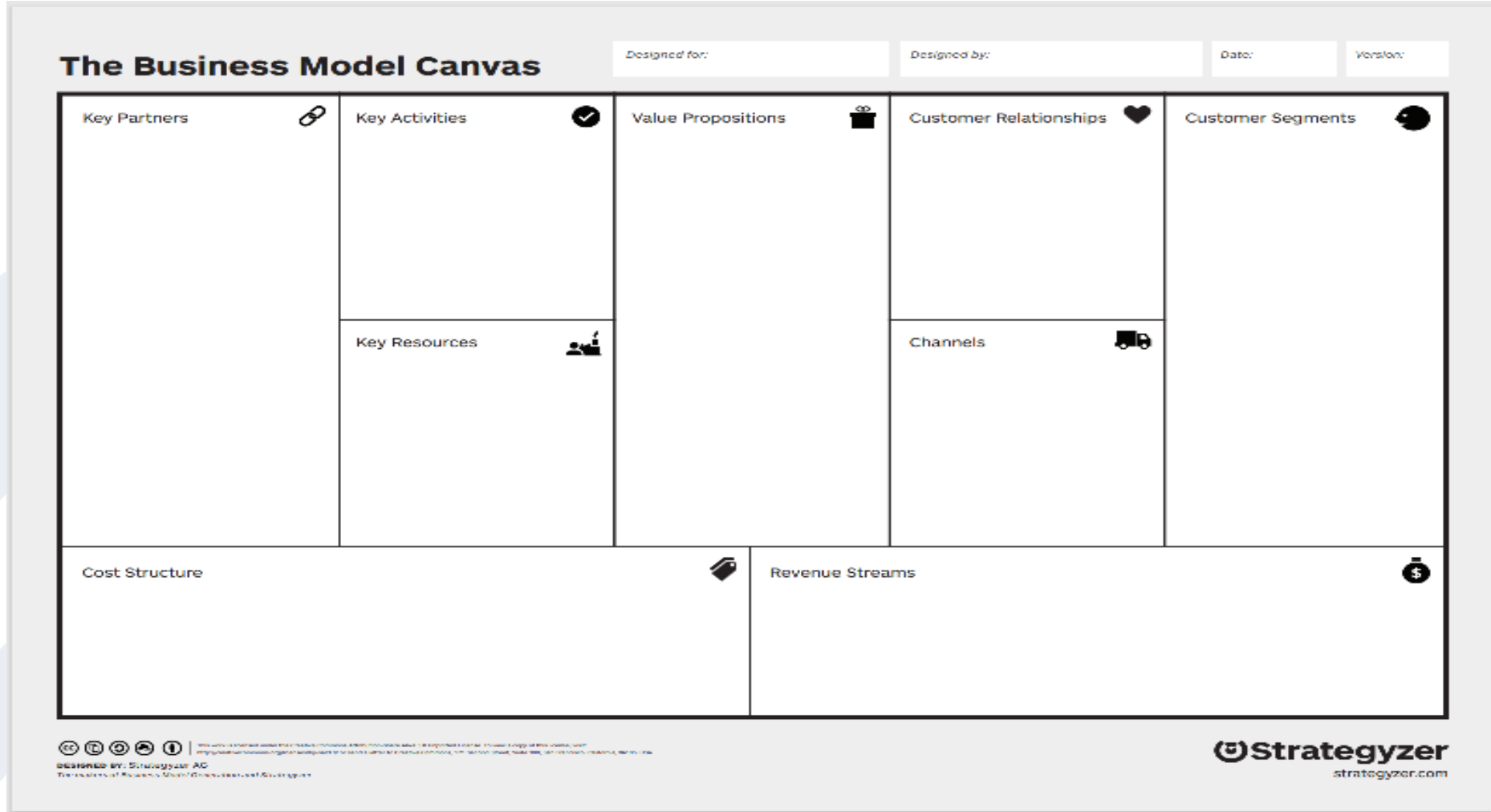


It All Starts Here: Strategic Business Planning for Creatives

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The 9 Building Blocks of YOUR Success



Where are you right now?



- **Option 1:** Develop your Personal Business Model Canvas
- **Option 2:** Build a Business Model Canvas
- **Option 3:** Create a Mission Model Canvas

Who am I?

Rebecca Fountain, Founder and Owner of The Marketing Fountain

- Certified Strategic Marketing Expert
- 15 years' experience in corporate organisations
- 10 years' experience in not-for-profit
- 3 years as an entrepreneur

Made a life-changing decision in 2011 and have never looked back!

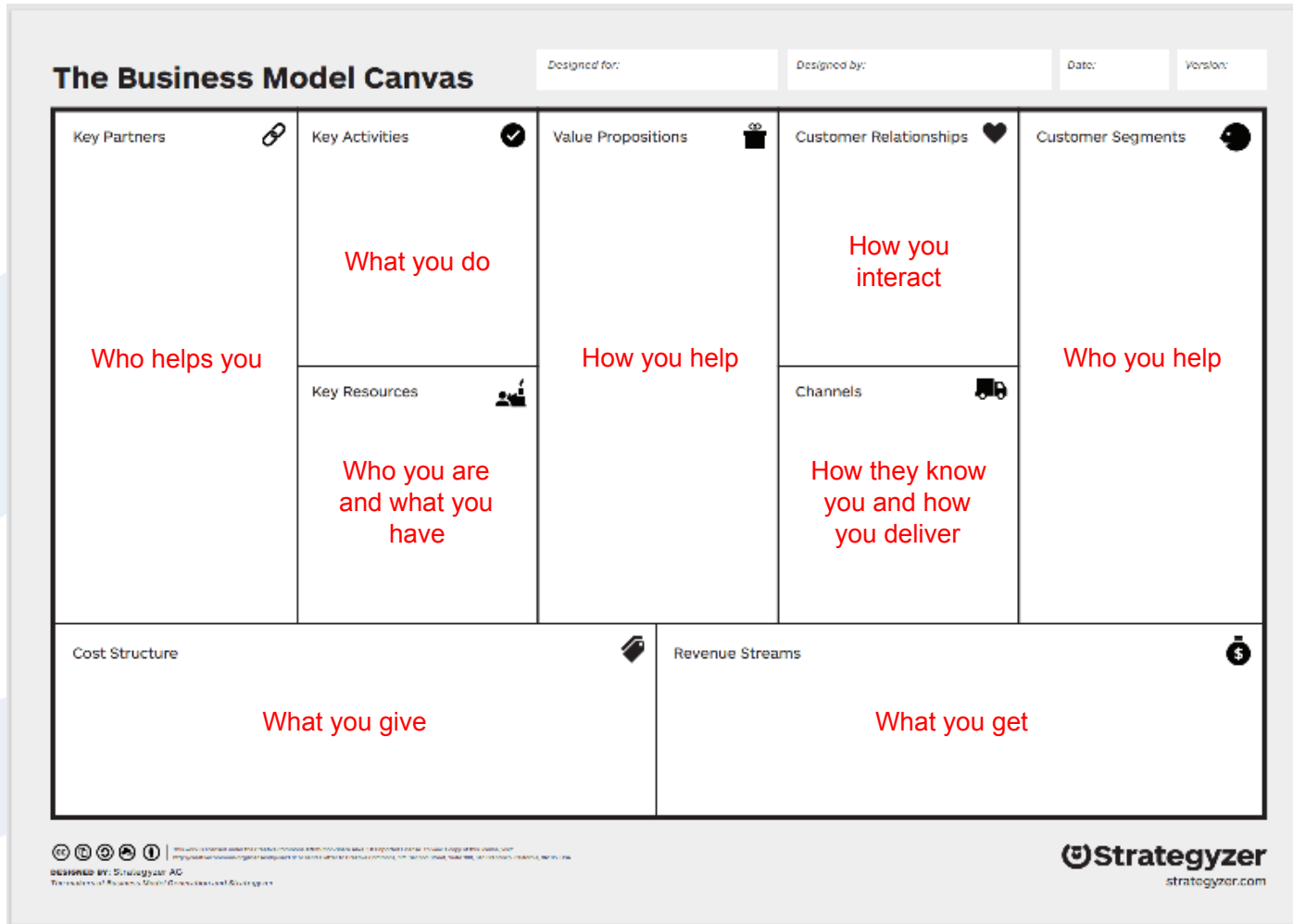
Strategic marketer by day, rock star by night – Airbnb host through the Summer.



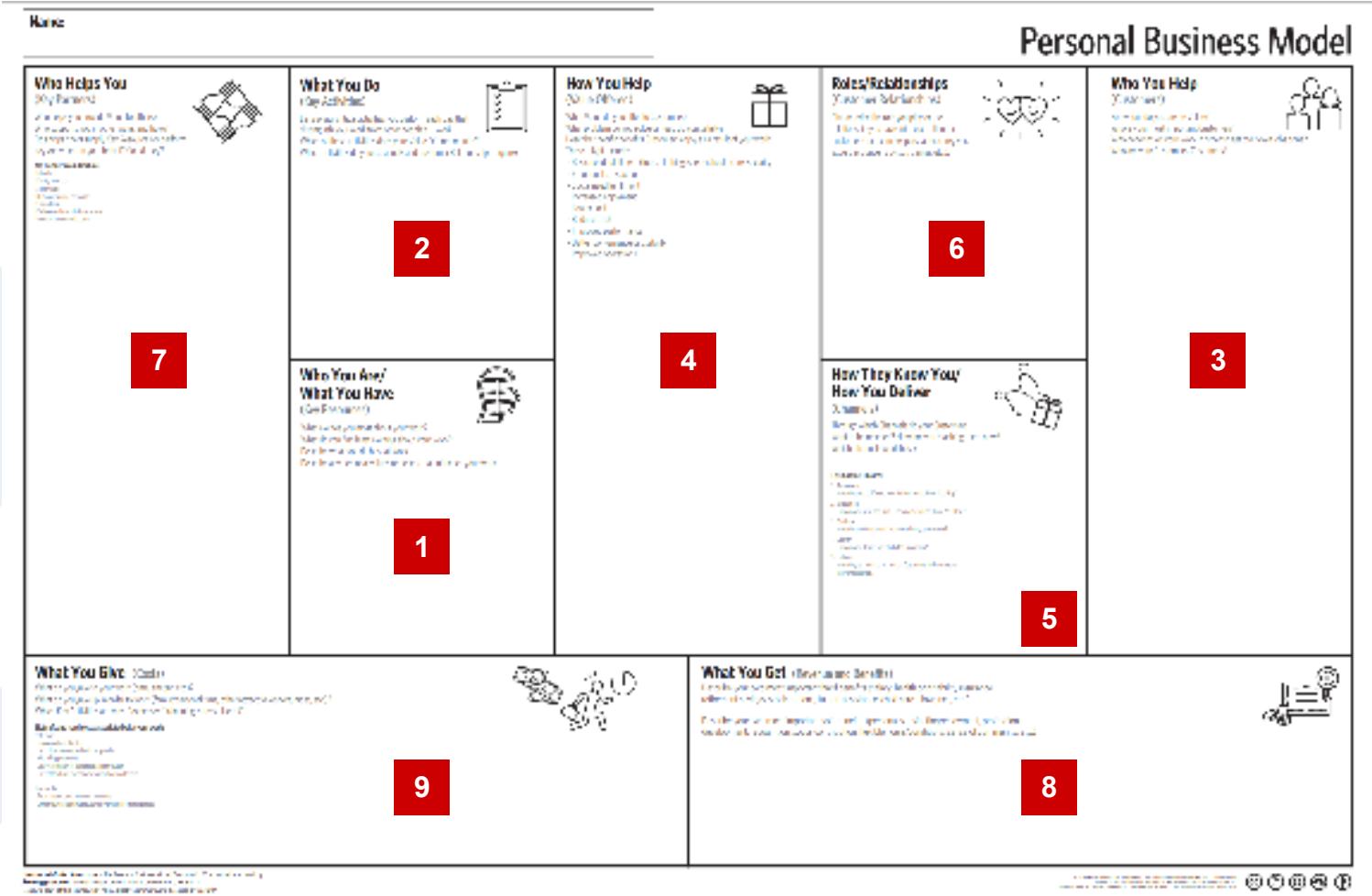
What will you will learn in this session

1. What the Business Model Canvas is and why it could help you
2. How it can be used in various ways to create a sustainable business:
 - Personal focus
 - Business focus
 - Mission focus
3. How to create a Value Proposition Map to provide a 'North Star' for your business
4. Be less stressed about business planning!!

The *Personal* Business Model Canvas



The Personal Business Model Canvas



Source: Timothy Clark, Alexander Osterwalder, Yves Pigneur, Business Model You (2012); <https://community.businessmodelyou.com/page/personal-business-model-canvas>



Key Resources

Who you are / What you have

List your strongest interests in the Key Resources building block

1. What excites you most about your work?
2. What do you find least exciting about your work?
3. Describe what you do best at work
4. Describe any personal values or beliefs that influence your work

The image shows a 'Personal Business Model' canvas. It is a grid of boxes with various sections. A red box with the number '1' is placed in the 'Who You Are / What You Have' section. The sections include:

- Who Hires You
- What You Do
- How You Help
- Rules/Taboos/Steps
- Who You Help
- Who You Are / What You Have (with a red box containing '1')
- How They Know You / How You Define
- What You Get (Cash and Benefits)
- What You Get (Non-cash Benefits)

Key Activities

What you do

Start filling the building block by thinking about critical tasks you perform regularly at work

1. List several critical activities you perform each day that distinguish your work from other people's work
2. Which of these activities does your value offered require?
3. Which activities do your channels and customer relationships require?

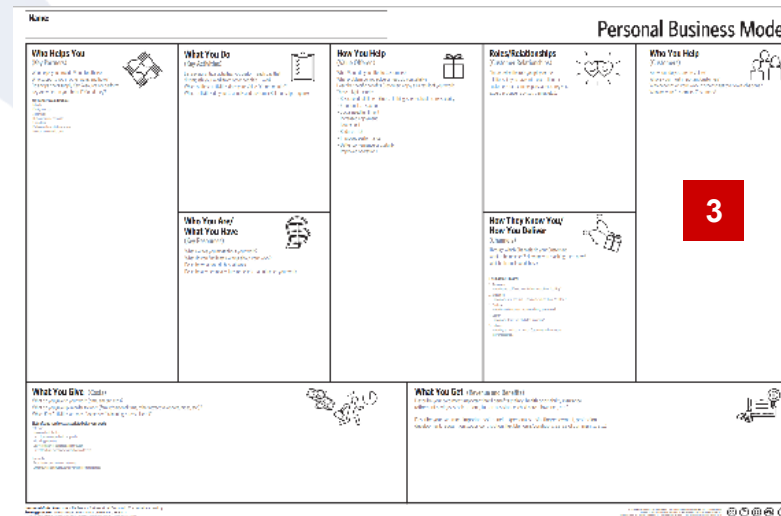
The image shows a 'Personal Business Model Canvas' template. It is a grid of nine boxes. The top row contains: 'Who Hires You', 'What You Do', 'How You Help', 'Rules/Activities', and 'Who You Help'. The middle row contains: 'Who You Deal With/What You Have', 'How They Know You/How You Deliver', and 'What You Get (Revenue and Benefits)'. The 'What You Do' box in the top-middle position has a red square with the number '2' inside it. The template includes various icons and placeholder text for each section.

Customers

Who you help

As an individual, your customers or customer groups include the people within your organization who depend on your help to get jobs done. If you are self-employed, you can consider your professional situation your organization.

1. For whom do you create value?
2. Who is your most important customer?
3. Who depends on your work in order to get their own jobs done?
4. Who are your customers' customers?

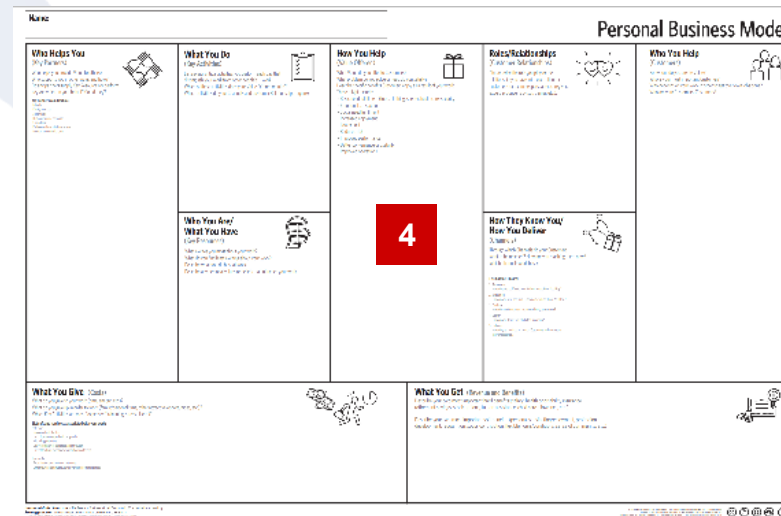


Value provided / offered

How you help

This is the most important concept for thinking about your career. What job is the customer 'hiring' you to perform? What benefits do customers gain as a result of that job?

1. What Value do you offer to customers?
2. What problem do you solve, or need do you satisfy?
3. Describe specific benefits customers enjoy as a result of your work. These might include:
 - Basic need fulfillment (food, clothing, shelter, healthcare, security)
 - Emotional satisfaction
 - Social need fulfillment
 - Increased enjoyment
 - Lower cost
 - Reduced risk
 - Improved performance
 - Better convenience or usability
 - Improved operations

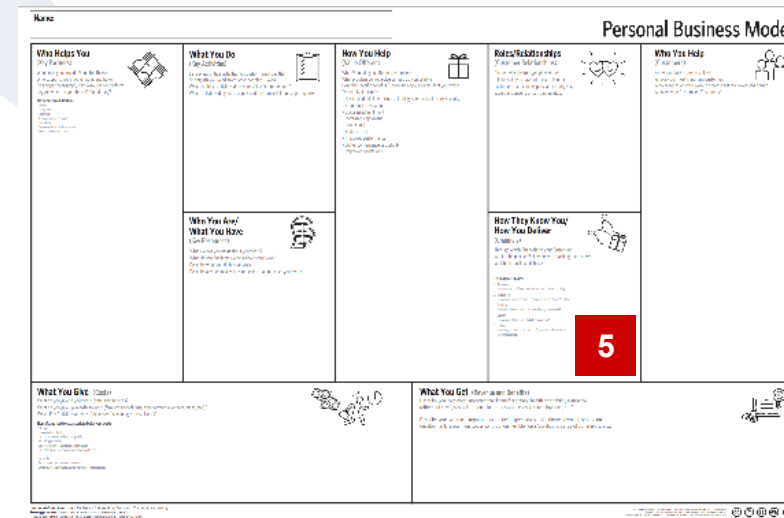


Channels

How they know you / How you deliver

This building block encompasses five phases of what's known in business jargon as 'the marketing process'.

1. Awareness: How will potential customers discover how you can help them?
2. Evaluate: How will they decide whether to buy your service?
3. Delivery: How will you deliver what customers buy?
4. Follow-up: How will you follow-up to make sure customers are happy?



Customer Relationships

How you interact

How would you describe the way you interact with customers?

Characterize the role you play or the relationship you have with each client or customer (for example: persuader, caregiver, expert, producer, advisor, trainer, etc.).

Name		Personal Business Model			
Who Hires You Who hires you? What do you do? How do you help? Who do you help? Who do you care for? What do you have? How do they care you? How do you define? What do you give? What do you get?	What You Do What do you do? How do you help? Who do you help? Who do you care for? What do you have? How do they care you? How do you define? What do you give? What do you get?	How You Help How do you help? Who do you help? Who do you care for? What do you have? How do they care you? How do you define? What do you give? What do you get?	Rules/Tickets/Steps What are the rules? What are the tickets? What are the steps? 6	Who You Help Who do you help? Who do you care for? What do you have? How do they care you? How do you define? What do you give? What do you get?	
Who You Care For Who do you care for? What do you have? How do they care you? How do you define? What do you give? What do you get?	What You Have What do you have? How do they care you? How do you define? What do you give? What do you get?	How They Care You How do they care you? What do you have? How do they care you? How do you define? What do you give? What do you get?	How You Define How do you define? What do you have? How do they care you? How do you define? What do you give? What do you get?	What You Give What do you give? How do they care you? How do you define? What do you give? What do you get?	
What You Get What do you get? How do they care you? How do you define? What do you give? What do you get?	What You Get What do you get? How do they care you? How do you define? What do you give? What do you get?	What You Get What do you get? How do they care you? How do you define? What do you give? What do you get?	What You Get What do you get? How do they care you? How do you define? What do you give? What do you get?	What You Get What do you get? How do they care you? How do you define? What do you give? What do you get?	

Key Partners

Who helps you?

How would you describe the way you interact with customers?

1. Who helps you provide value to others?
2. Who supports you in other ways, and how?
3. Do any partners supply key resources or perform key activities on your behalf? Could they?
4. Key Partners could include:
 - Friends
 - Family members
 - Supervisors
 - Human resource personnel
 - Coworkers
 - Professional association members
 - Mentors or counselors, etc.

The image shows a 'Personal Business Model' canvas. It is a grid of boxes with various sections for business planning. A red square with the number '7' is overlaid on the 'Who Hates You' section. The sections include:

- Who Hates You:** Who hates you? (Icon: bomb)
- What You Do:** What do you do? (Icon: document)
- How You Help:** How do you help? (Icon: gift)
- Rules/Values/Steps:** What are the rules, values, and steps? (Icon: scales)
- Who You Help:** Who do you help? (Icon: people)
- Who You Are/What You Have:** Who are you? What do you have? (Icon: person)
- How They Know You/How You Define:** How do they know you? How do you define? (Icon: speech bubble)
- What You Give:** What do you give? (Icon: gift)
- What You Get:** What do you get? (Icon: gift)

Revenues and Benefits

What you get

Write down income sources, such as salary, contractor or professional fees, benefits, etc.

1. Describe your two most important hard benefits (salary, health or disability insurance, retirement savings, stock options, tuition assistance, childcare allowance, etc.)
2. Describe your two most important soft benefits (personal satisfaction/enjoyment, professional development, recognition, social contribution, flexible hours/conditions, sense of community, etc.)

The diagram is a 'Personal Business Model Canvas' with a grid of sections. At the top left, there is a field for 'Name'. The grid contains the following sections:

- Who Hires You:** Who hires you? (Icon: person with magnifying glass)
- What You Do:** What do you do? (Icon: document with checkmark)
- How You Help:** How do you help? (Icon: gift box)
- Rules/Tickets/Steps:** Rules, tickets, steps? (Icon: ticket)
- Who You Help:** Who do you help? (Icon: group of people)
- Who You Give/What You Have:** Who do you give? What do you have? (Icon: gift box)
- How They Know You/How You Define:** How do they know you? How do you define? (Icon: group of people)
- What You Give:** What do you give? (Icon: gift box)
- What You Get (Revenues and Benefits):** What do you get (revenues and benefits)? (Icon: gift box)

A red box with the number '8' is located in the bottom right corner of the canvas.

Costs

What you give

Costs are what you give to your work: time, energy, and money.

1. What do you give to your work (time, energy, etc.)? What do you give up in order to work (family/personal time, other attractive opportunities, etc.)? Which Key Activities are most “expensive” (draining, stressful, etc.)?
2. List soft and hard costs associated with your work:
 - **Soft costs:**
 - Stress or dissatisfaction ·
 - Lack of personal or professional growth ·
 - Missed opportunities ·
 - Low recognition or lack of social contribution ·
 - Lack of flexibility, excessive availability expectations
 - **Hard costs:**
 - Excessive time or travel commitments
 - Unreimbursed commuting, travel, training, or other expenses

The diagram is a 'Personal Business Model Canvas' with a grid of sections. At the top left, there is a field for 'Name'. The main grid consists of several boxes with icons and text prompts:

- Who Hates You:** Includes a bomb icon and text about things you hate about your business.
- What You Do:** Includes a checklist icon and text about your key activities.
- How You Help:** Includes a gift icon and text about how you help others.
- Roles/Tickets/Steps:** Includes a flowchart icon and text about the steps of your business.
- Who You Help:** Includes an icon of people and text about who you help.
- Who You Give:** Includes a gift icon and text about what you give.
- What You Get:** Includes a gift icon and text about what you get.

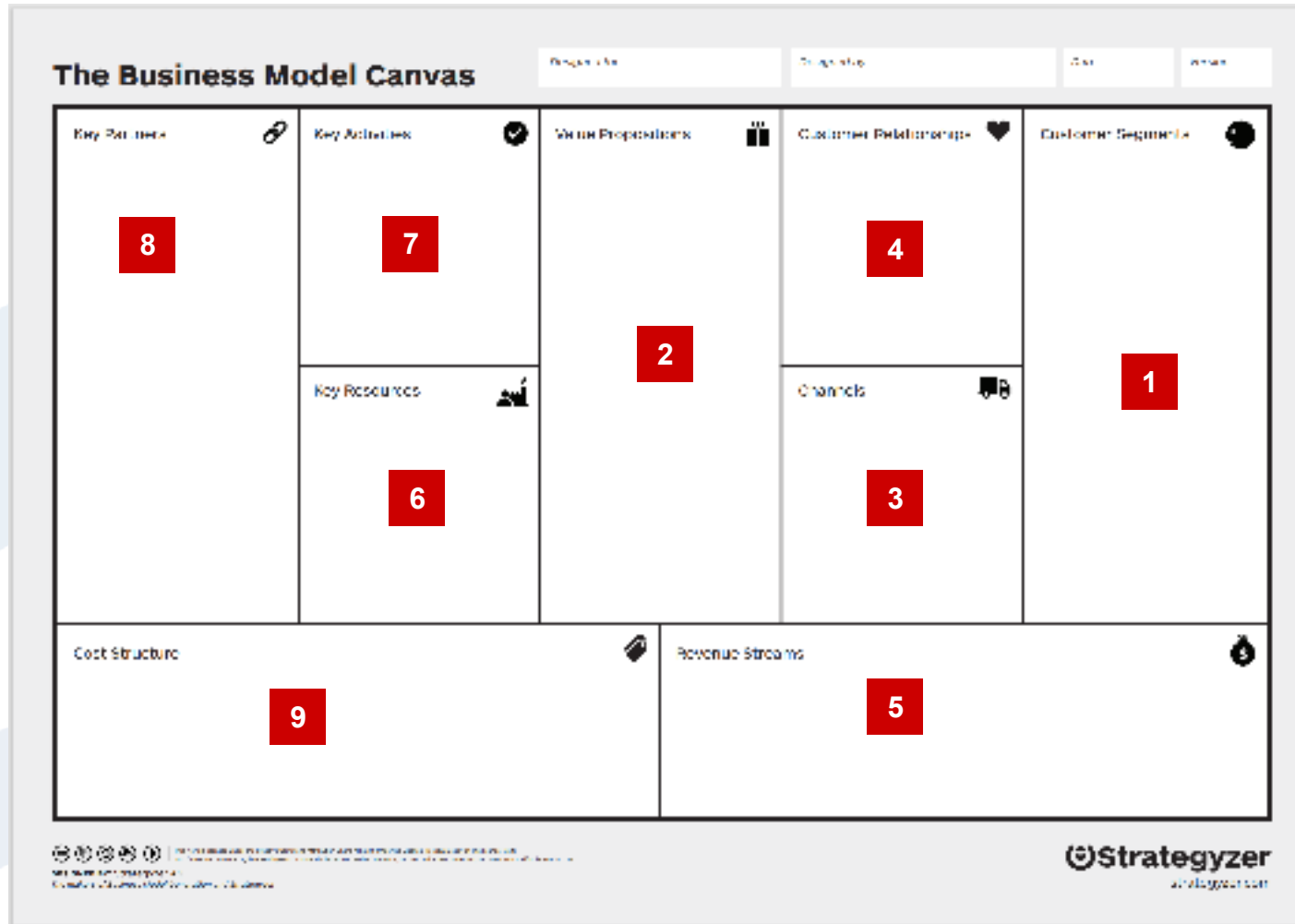
A red box with the number '9' is overlaid on the bottom center of the canvas.



Business Model Canvas

Develop your
business!

The Business Model Canvas



Source: <https://assets.strategyzer.com/assets/resources/the-business-model-canvas.pdf>

The Business Model Canvas

Source: Designed by The Business Model Foundry (www.businessmodelgeneration.com/canvas). Word implementation by: Neos Chronos Limited (<https://neoschronos.com>). License: CC BY-SA 3.0

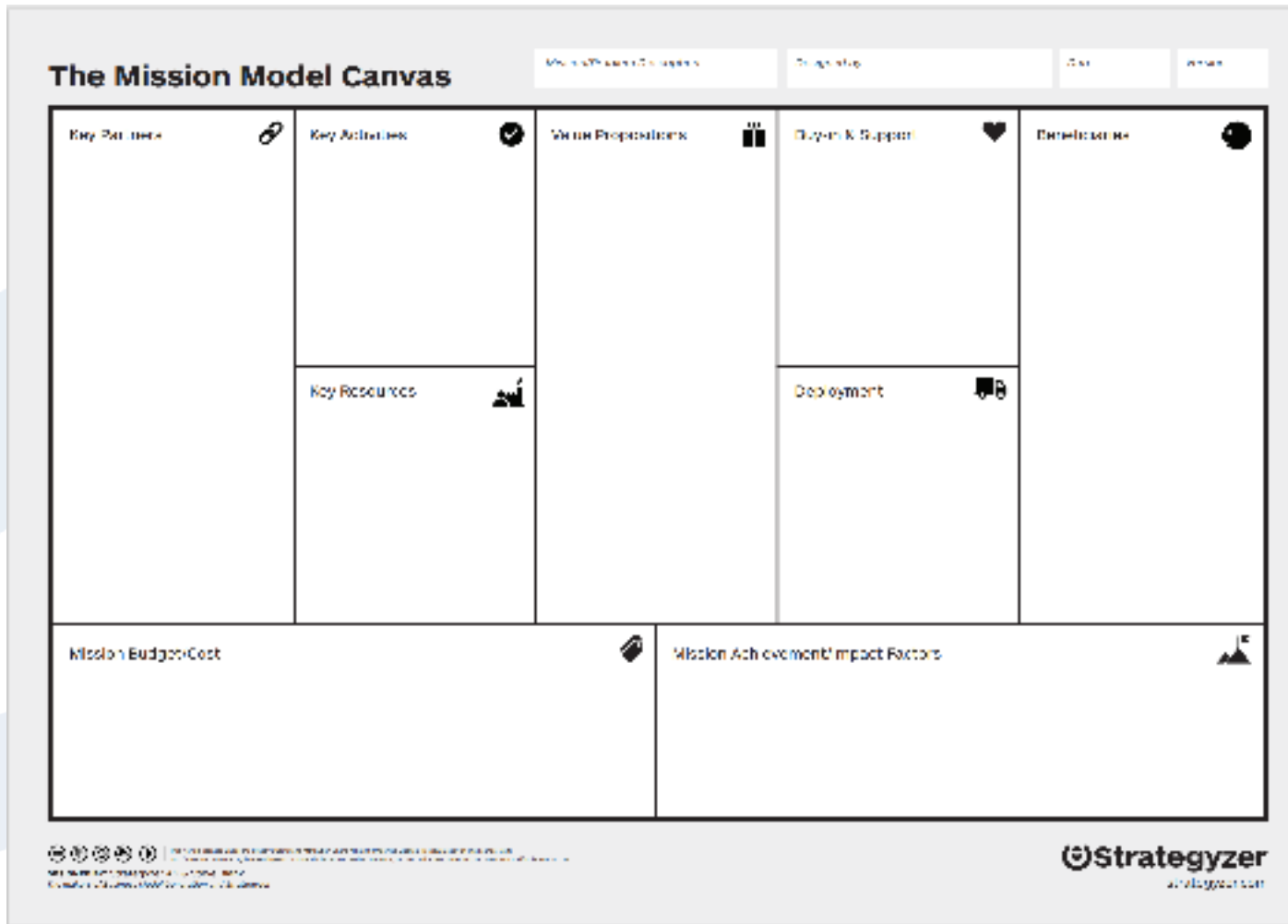
(8) Key Partners	(7) Key Activities	(2) Value Propositions	(4) Customer Relationships	(1) Customer Segments
<p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>MOTIVATIONS FOR PARTNERSHIPS: Optimization and economy, Reduction of risk and uncertainty, Acquisition of particular resources and activities</p>	<p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>CATEGORIES: Production, Problem Solving, Platform/Network</p>	<p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>CHARACTERISTICS: Newness, Performance, Customization, "Getting the Job Done", Design, Brand/Status, Price, Cost Reduction, Risk Reduction, Accessibility, Convenience/Usability</p>	<p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p>	<p>For whom are we creating value? Who are our most important customers? Is our customer base a Mass Market, Niche Market, Segmented, Diversified, Multi-sided Platform</p>
<p>(9) Cost Structure</p> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>IS YOUR BUSINESS MORE: Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing), Value Driven (focused on value creation, premium value proposition).</p> <p>SAMPLE CHARACTERISTICS: Fixed Costs (salaries, rents, utilities), Variable costs, Economies of scale, Economies of scope</p>	<p>(6) Key Resources</p> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships Revenue Streams?</p> <p>TYPES OF RESOURCES: Physical, Intellectual (brand patents, copyrights, data), Human, Financial</p>		<p>(3) Channels</p> <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p>	<p>(5) Revenue Streams</p> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>TYPES: Asset sale, Usage fee, Subscription Fees, Lending/Renting/Leasing, Licensing, Brokerage fees, Advertising</p> <p>FIXED PRICING: List Price, Product feature dependent, Customer segment dependent, Volume dependent</p> <p>DYNAMIC PRICING: Negotiation (bargaining), Yield Management, Real-time-Market</p>



Mission Model Canvas

Build your mission!

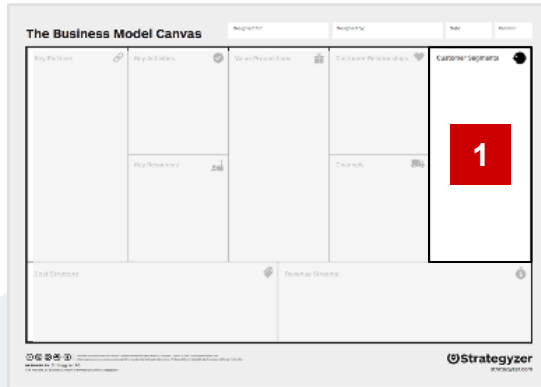
The Mission Model Canvas



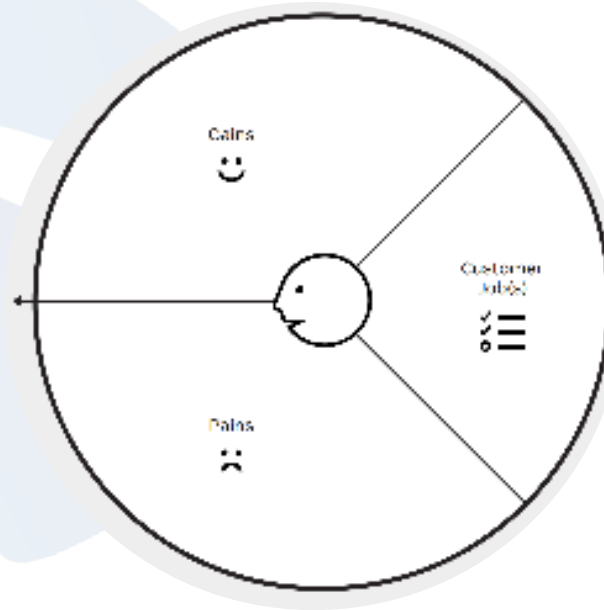
Maybe you think about starting a non-profit organization? Then this is your template.

Value Proposition Design Map

Customer Segment Profile



1. Start with customer jobs
2. Add pains and gains



Customer Jobs Trigger Questions

- What is the one thing that your customer couldn't live without accomplishing? What are the stepping-stones that could help your customer achieve this key job?
- What are the different contexts that your customers might be in? How do their activities and goals change depending on these different contexts?
- What does your customer need to accomplish that involves interaction with others?
- What tasks are your customers trying to perform in their work or personal life? What functional problems are your customers trying to solve?
- Are there problems that you think customers have that they may not even be aware of?

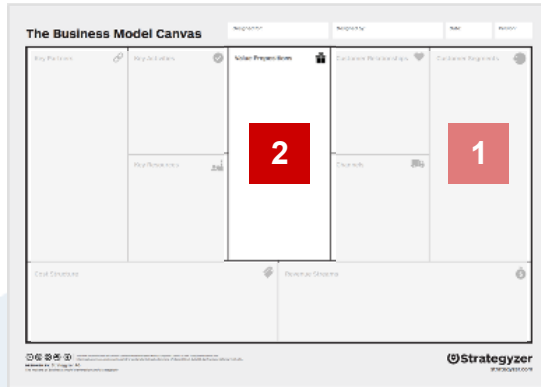
Customer Pains Trigger Questions

- What makes your customers feel bad? What are their frustrations, annoyances, or things that give them a headache?
- How are current value propositions under performing for your customers? Which features are they missing? Are there performance issues that annoy them or malfunctions they cite?
- What are the main difficulties and challenges your customers encounter? Do they understand how things work, have difficulties getting certain things done, or resist particular jobs for specific reasons?
- What risks do your customers fear? Are they afraid of financial, social, or technical risks, or are they asking themselves what could go wrong?
- What's keeping your customers awake at night? What are their big issues, concerns, and worries?

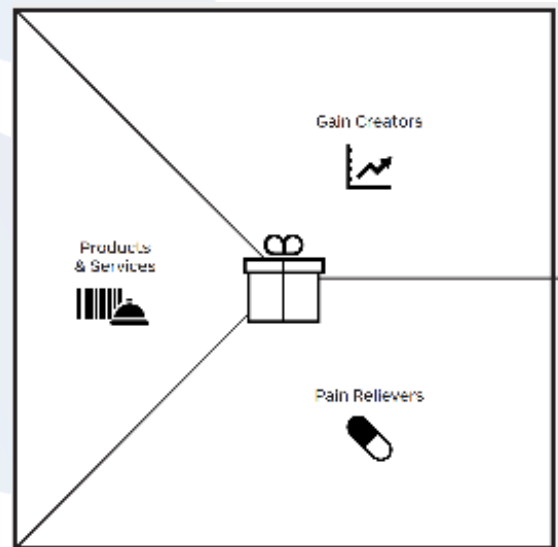
Customer Gains Trigger Questions

- What would make your customers' jobs or lives easier? Could there be a flatter learning curve, more services, or lower costs of ownership?
- What are customers looking for most? Are they searching for good design, guarantees, specific or more features?
- What do customers dream about? What do they aspire to achieve, or what would be a big relief to them?
- How do your customers measure success and failure? How do they gauge performance or cost?
- What would increase your customers' likelihood of adopting a value proposition? Do they desire lower cost, less investment, lower risk, or better quality?

Value Map



1. Describe your products and services
2. Outline how you intend to create value



Pain Relievers Trigger Questions

Could your products and services...

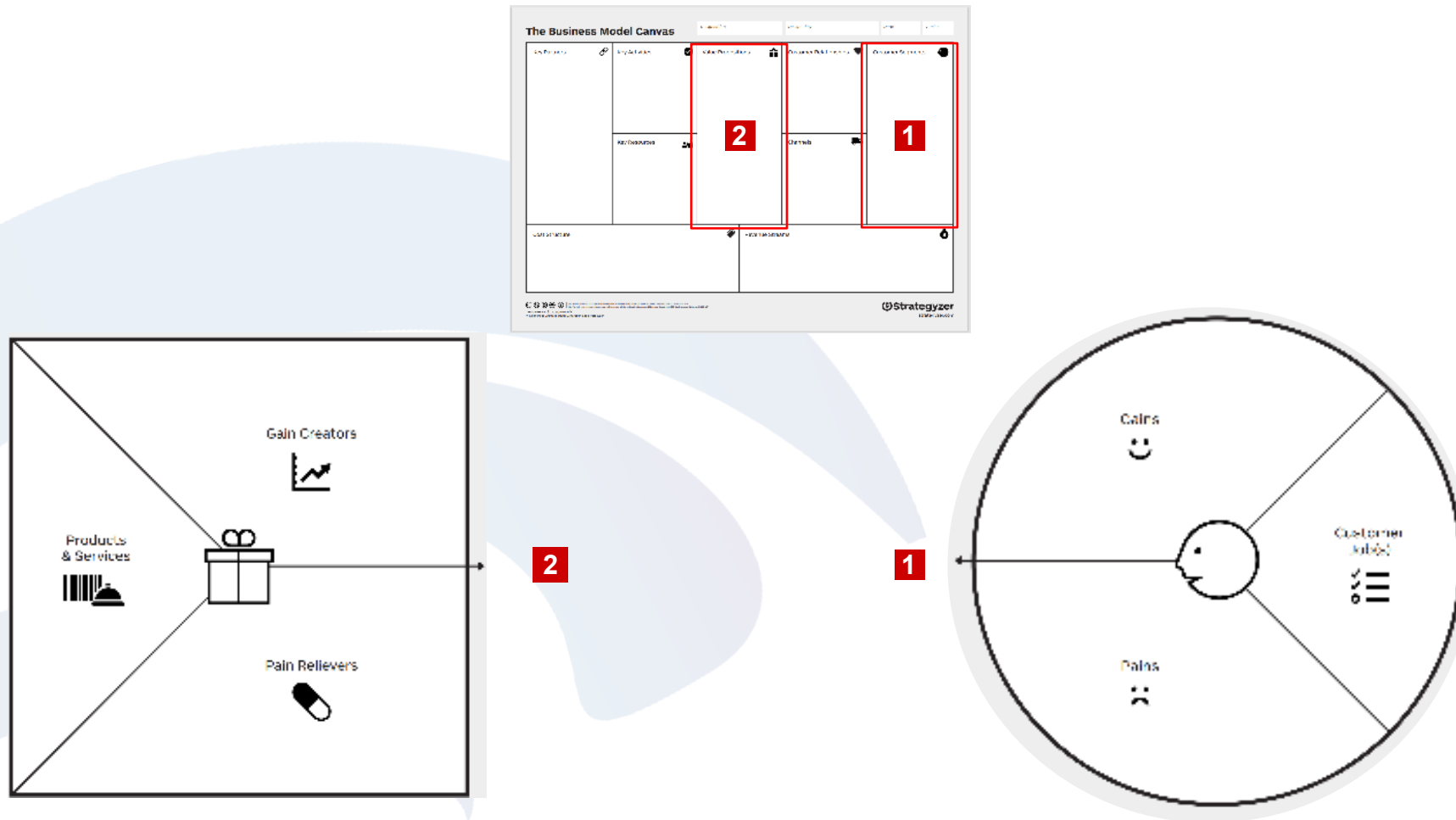
- ...make your customers feel better? By killing frustrations, annoyances, and other things that give customers a headache.
- ... fix under-performing solutions? By introducing new features, better performance, or enhanced quality.
- ... put an end to difficulties and challenges your customers encounter? By making things easier or eliminating obstacles.
- ... eliminate barriers that are keeping your customer from adopting value propositions? Introducing lower or no upfront investment costs, a flatter learning curve, or eliminating other obstacles preventing adoption.
- ... help your customers better sleep at night? By addressing significant issues, diminishing concerns, or eliminating worries.

Gain Creators Trigger Questions

Could your products and services...

- ... produce outcomes your customers expect or that exceed their expectations? By offering quality levels, more of something, or less of something.
- ... make your customers' work or life easier? Via better usability, accessibility, more services, or lower cost of ownership.
- ... do something specific that customers are looking for? In terms of good design, guarantees, or specific or more features
- ... produce positive outcomes matching your customers' success and failure criteria? In terms of better performance or lower cost.
- ... fulfill a desire customers dream about? By helping them achieve their aspirations or getting relief from a hardship?

Value Proposition Map



Source: Alexander Osterwalder, Yves Pigneur: Business Model Generation (2010); <https://platform.strategyzer.com/resources>

Value Proposition Design

Ad-libs force you to pinpoint how exactly you are going to creating value.

Our _____
Products and Services

help(s) _____
Customer Segment

who want to _____
jobs to be done

by _____ and a customer pain
verb (e.g., reducing, avoiding)

and _____ and a customer gain
verb (e.g., increasing, enabling)

(unlike _____ **)**
competing value proposition



Good luck!

Questions? Please
don't hesitate to
contact me.