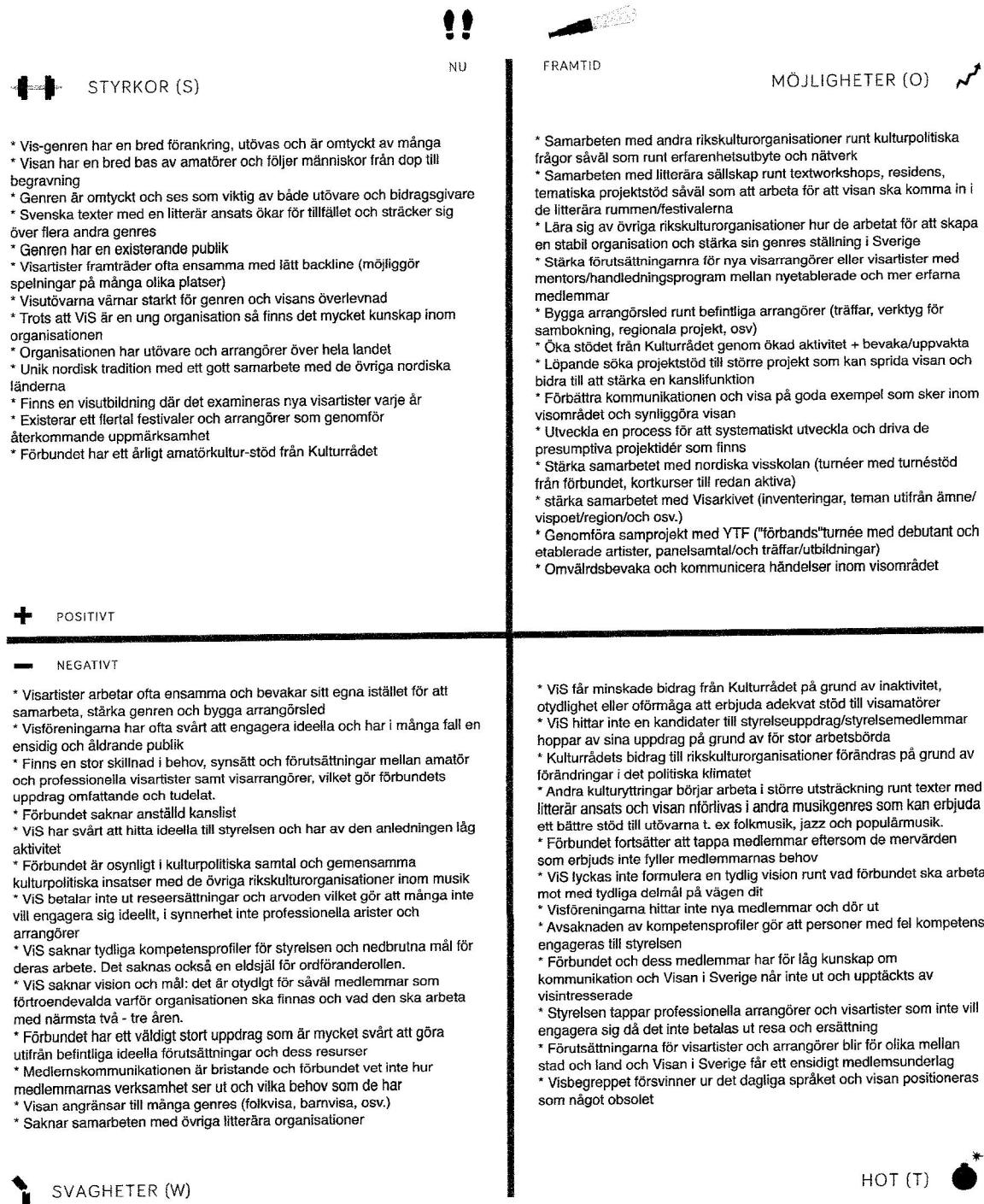


SWOT ANALYS

VAD? En SWOT-analys handlar om att identifiera styrkor, svagheter, möjligheter och hot.

VARFÖR? Att identifiera styrkor, svagheter, möjligheter och hot, ger en bra överblick för att förstå vad som är utmaningar. Det blir enklare att förstå vad som bör prioriteras i förbättringsarbete, samt vad som redan är styrkor.



BUSINESS MODEL CANVAS SPLASH

MASHUP OF

CONTENT FROM

ALEX OSTERWALDER'S
BUSINESS MODEL CANVAS



WITH ICONS FROM

METHODKIT
FOR STARTUPS

PROJECT

RVS

DATE

7/12/2020

OVERALL PROGRESS
DO YOU HAVE A CLEAR IDEA OF
YOUR BUSINESS MODEL(S)?



REVENUE STREAMS

- 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?



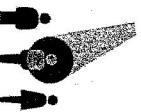
COST STRUCTURE

- WHAT ARE THE MOST IMPORTANT COSTS INHERENT IN OUR BUSINESS MODEL?
- WHICH KEY RESOURCES ARE MOST EXPENSIVE?
- WHICH KEY ACTIVITIES ARE MOST EXPENSIVE?



CUSTOMER SEGMENTS

- FOR WHOM ARE WE CREATING VALUE?
- WHO ARE OUR MOST IMPORTANT CUSTOMERS?



STATE OF EACH ASPECT

CLARIFYING THE CURRENT SITUATION
BY DETERMINING THE CURRENT
STATE OF EACH ASPECT OF THE
BUSINESS MODEL

CHANNELS

- 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?



CUSTOMER RELATIONSHIPS

- 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?



VALUE PROPOSITION

- WHAT VALUE DO WE DELIVER TO THE CUSTOMERS?
- WHICH ONE OF OUR CUSTOMER'S PROBLEMS ARE WE HELPING TO SOLVE?
- WHICH CUSTOMER NEED ARE WE SATISFYING?



KEY RESOURCES

- WHAT KEY RESOURCES DO OUR VALUE PROPOSITIONS REQUIRE?
- OUR DISTRIBUTION CHANNELS?
- CUSTOMER RELATIONSHIPS?
- REVENUE STREAMS?



KEY ACTIVITIES

- WHAT KEY ACTIVITIES DO OUR VALUE PROPOSITIONS REQUIRE?
- OUR DISTRIBUTION CHANNELS?
- CUSTOMER RELATIONSHIPS?
- REVENUE STREAMS?



KEY PARTNERS

- WHO ARE OUR KEY PARTNERS?
- WHO ARE OUR KEY SUPPLIERS?
- WHICH KEY RESOURCES ARE WE ACQUIRING FROM PARTNERS?
- WHICH KEY ACTIVITIES DO PARTNERS PERFORM?

