Business Canvas Worksheet

Network Business Planning

Partnership Meeting

Rural Health Network Development Grantees

October, 2016



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Based on Business Model Generation: Business Model Canvas and Value Proposition Designer and designed by RURAL HEALTH INNOVATIONS, a subsidiary of the National Rural Health Resource Center

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| **Organization :**   * **Mission**- why we exist? * **Vision** – what do we want to be? * **Strategic Objectives** – what is our game plan? |
| **1. Product and Service Description:**  What is the business product or service that will meet your members’ needs assessment AND is aligned with the network’s mission, vision, and strategic objective? |
| **2. Value Statements**: Discription of Business Product or Service  **What alleviates pains and create gains for the members?**           **Double-Check: Is this product and service aligned with our mission, vision, strategy?** |

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| **3. Desired End-User Experience & Relationship:**   * What experience do you want your members to have while they are receiving or using your product or service? ( i.e. personal, interactive, remote, etc.) * What relationship do your members expect you to establish and maintain with them when they receive or use your product or service? (i.e. personal assistance, self-service, automated, communities, co-creation, etc.) |
| **4. Product or Service Communication & Delivery:**   * What communication methods will you use with your members as they learn about, receive and use your product or service? * What are the methods you can use to deliver your product or service? | |

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| **5. Key Initiatives:**   * What are the key initiatives (actions) needed to develop, implement, support and/or provide this product or service? |
| **6. Key Resources/Infrastructure:**   * What are the most important tools, technology, expertise, staffing, materials, and/or financial resources needed to develop, implement, support and/or provide this product or service? |
| **7. Key Partners**:   * Who are the key partners that are needed to develop, implement, support and/or provide this product or service? |

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| **8. Development & On-going Costs:**  Describes and estimates costs related to the product or service.   * Look to key initiatives, infrastructure and resources for identifying costs. * Estimate one-time purchases. * Estimate on-going costs related to recurring fees and purchases, and human resources.   **Forecast Assumptions**:  Development/Start-up one-time cost components:  Ongoing costs components:  Annual Cost = one-time cost + on-going costs per year | **9. Expected Income:**   * Identify a payment type for your product or service. * Estimate price and frequency of member’s payment.   Examples of payment types include: selling a physical product, charging on a per use basis (fee for service), subscription fee based on a time period, rent or lease a physical product, and licensing an intellectual property (shared staffing).  **Forecast Assumptions**:  Identify type of payment:  Estimate how much (price) and how often (frequency) your members are willing to pay:  Annual Income = Price per Unit x Frequency per year x Number of Members |
| Forecasted Income = Expected Income – (Development + On-Going Costs) | |