

Network Sustainability Workshop

Business Canvas Worksheet

Network Business Planning



NATIONAL RURAL HEALTH RESOURCE CENTER

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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

Business Canvas Worksheet:

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 Proposition:

What are the alleviate pains and create gains for the members?

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Double-Check: Is this product and service aligned with our mission, vision, strategy?

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Business Canvas Worksheet:

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.)
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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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Business Canvas Worksheet:

5. Key Initiatives:

- What are the key initiatives (actions) needed to develop, implement, support and/or provide this product or service?
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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?
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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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Business Canvas Worksheet:

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)