Business Plan Canvas Worksheet

Rural Health HIT Workforce Network

January, 2016

[](http://www.ruralcenter.org)

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.

|  |
| --- |
| **Organization:**   * Mission - Why we exist? * Vision – What do we want to be? * Strategic Objectives – What is our game plan? |
| **1. Product/Service Description:**    What is the business product/service that will meet your members’ needs assessment AND is aligned with the network’s mission, vision, and strategic objective? |
| **2. Value Proposition**:  How does this product/service alleviate pains and create gains for the members?           Double-Check: How is this product/service align with our mission, vision, strategy? |

|  |
| --- |
| **3. Desired End-User Experience & Relationship:**     * What experience do you want your members to have while they are receiving or using your product/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/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/service? * What are the methods you can use to deliver your product/service? |

|  |  |
| --- | --- |
| **5. Key Initiatives:**     * What are the key initiatives (actions) are needed to develop, implement, support and/or provide this product/service? | |
| **6. Key Resources:**     * What are the most important tools, technology, expertise, staffing, materials, and/or financial resources needed to develop, implement, support and/or provide this product/service? | |
| **7. Key Partners**:   * Who are the key partners needed to develop, implement, support and/or provide this product/service? | |
| **8. Development & On-going Costs:**  Describes and estimates costs related to the product/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/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): | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Business Plan Canvas Descriptions** | | | | | | | |
|  | | | | | | | |
| **1. Member Needs Assessment:**  What jobs are your members trying to get done or problems they are trying to solve?   * **Jobs to be done**: * **Problems to solve**: | | | | **2. Description of Business Product or Service**:  What is the business product or service that will reduce members’ pains and increase members’ gains (needs assessment) AND is aligned with the network’s mission, vision, and strategic objectives? | | | |
| **1a. Members Pains:** Describe the negative emotions, undesired costs, and situations that your members experience before, during or after getting the job done.   * What are your members’ main challenges? * What risks do your members’ fear? * What common mistakes do your members make? | **1b. Member Gains:**  Describe the benefits your members expect, desire, or would be surprised by; including functional utility, social gains, positive emotions, and cost savings.   * What would make your members work easier? * How do your members measure success or failure? | | | **2a. Relieve Pains:**  Describe how this product or service alleviates the members’ pains. | | | **2b. Create Gains:**  Describe how this product or service creates member gains or reduces negative emotions. |
| **1c. Ranking Pains & Gains:**   * Rank each pain according to the intensity it represents for your members (high or low) and how often it occurs. * Rank each gain according to its relevance to your members (substantial or insignificant) and how often it occurs. | | | | **2c. Ranking Pains & Gains:**   * Rank each pain reliever according to the intensity it represents for your members (intense relief or light relief). * Rank each gain creator according to its relevance to your members (substantial or insignificant). * Rank all products and services according to their importance to your members (crucial or trivial). | | | |
|  | | | | | | | |
| **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 products or services? (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? | | |
|  | | | | | | | |
| **5. Key Initiatives:**   * What are the key initiatives (actions) and infrastructure needed to develop, implement, support and/or provide this product or service? | | **6. Key Resources:**   * 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? | |
|  | | | | | | | |
| **8. Development & On-going Costs:**  Describe and estimate 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 fee and purchases, and human resources.   **Forecast Assumptions:** | | | **9. Expected Income:**   * Identify a payment type for your product or service. * Estimate how much (price) and how often (frequency) your members are willing to pay.   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:** | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Business Plan Canvas Template** | | | | | |
| **1. Member Needs Assessment:** | | | **2. Description of Business Product or Service**: | | |
| **1a. Members Pains:** | **1b. Member Gains:** | | **2a. Relieve Pains:** | | **2b. Create Gains:** |
| **1c. Ranking Pains & Gains:** | | | **2c. Ranking Pain Relief & Gain Creation:** | | |
|  | | | | | |
| **3. Desired End-User Experience & Relationship:** | | | **4. Product or Service Communication & Delivery:** | | |
|  | | | | | |
| **5. Key Initiatives:** | | **6. Key Resources:** | | **7. Key Partners**: | |
|  | | | | | |
| **8. Development & On-going Costs:** | | | **9. Expected Income:** | | |