|  |  |  |  |
| --- | --- | --- | --- |
| **Business Planning Template** | | | |
| **Value Proposition** | | | |
| **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? | |
| **Value Propositions:**  A value proposition is a statement of value from your member’s perspective.  So how does the particular product or service address the pains/gains?  These statements are formulated directly from your member’s pains and gains. | | | |
|  | | | |
| **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 Planning Template** | | | |
| **Value Proposition** | | | | |
| **1. Member Needs Assessment:** | | **2. Description of Business Product or Service**: | | |
| **Value Propositions:** | | | | |
|  | | | | |
| **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:** | | |