

# Business Model SCOPE

Project

Version

Author/s

Date

## BASE

### MISSION

What is the purpose of our organization?  
For what?

### VISION

How do we imagine our organization 5 years ahead?

### CULTURE & VALUES

How do we wish to work and make our way?  
What principles represent us better?

## INGENUITY

### COSTS

What are the main costs?

*Weight, nature, trend, etc*

### ASSETS

What assets are vital to our operations?

*Tangible and intangible*

### OPERATIONS

What operations are vital to our goals?

*Manufacturing, product, marketing and sales, etc*

### PRODUCTS

What products and services do we offer?

*Three main features of each*

### CHANNELS

How do we sell and distribute our products?

*Value provided to the channel, value provided by the channel, costs, etc*

### MARKETING

How do we communicate with our customers?

*Means and type of communication, feedback and relationship*

### BENEFITS

What benefits do our clients perceive and value?

*A problem we solve, a need or desire we satisfy, a potential we boost, etc*

### CUSTOMER

What are our segments of interest?

*Parameters that describe them*

### REVENUE

What are our revenue streams?

*Type of monetization, pricing model, margins, etc*

### ALLIANCES

Who do we collaborate with? Where do they provide us value?

*Degree of dependence, type of collaboration, priorities, etc*

## UNIQUE

### INTERNAL

What are our secret ingredients?

*Competitive advantage and barriers*

### EXTERNAL

What is our market positioning?

*At competitive level and perception in our customers*