## Worksheet Module 3 Week 3: Blueprint your market position

1. What are your value propositions to your customer segments?

- Your product or service: What is your product or service and how can it contribute to covering customer activities? Describe the actual product, the need and any add-on services. Also describe how this is unique from the competition.
- Your pain alleviators: How does your product or service alleviate your customers' pains? Also describe how this is unique from the competition.

2. Which revenue streams do you receive from each customer segment? Describe the percentage of total revenues you receive from each customer segment and indicate the payment mode (purchase, rent, commission, interest, subscription fee, etc.).

Cost-based pricing: Selling price $=$ Variable cost + share of fixed cost + profit margin $(-$ subsidy $)$
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- Competition-based pricing:

|  | Competitor A | Competitor B | Your RRR business |
| :--- | :--- | :--- | :--- |
| Need |  |  |  |
| Price |  |  |  |
| Actual product |  |  |  |
| Price |  |  |  |
| Price |  |  |  |

Customers' willingness to pay:

Coherence with business model and overall strategy:
3. Through which channels do you interact with your customers?

- Awareness: Where do you raise awareness about your product or service?
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- Sale: Where do customers purchase your product or service?
- Delivery: Where do you deliver the product or service to your customers?
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- After sales: Where do you provide after-sales support to your customers?
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- Evaluation: Where can customers evaluate your business?
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4. What type of relationships do your customer segments expect you to establish and maintain with them?
5. What social and environmental benefits does your business generate?
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