

# Value Proposition Mad Libs

For \_\_\_\_\_  
(target customer)

Who \_\_\_\_\_,  
(statement of need or opportunity)

\_\_\_\_\_ is a \_\_\_\_\_  
(Product name) (product category)

That \_\_\_\_\_  
(statement of key benefit).

Unlike \_\_\_\_\_  
(competing alternative)

\_\_\_\_\_                      \_\_\_\_\_  
(Product name) (statement of primary differentiation).










# The Business Model Canvas


Designed for:

Designed by:

Date:

Version:

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 		Revenue Streams 		

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# There aren't unlimited ways to make money

Professor Andy Hargadon at UC Davis identified 8 core **revenue models**.

Unit Sales	Sell a product or service to customers.
Advertising Fees	Sell opportunities to distribute messages.
Franchise Fees	Sell and support a replicable business for others to invest in, grow, and manage locally.
Utility Fees	Sell goods and services on a per-use or as-consumed basis
Subscription Fees	Charge a fixed price for access to your services for a period of time or series of uses.
Transaction Fees	Charge a fee for referring, enabling, or executing a transaction between parties.
Professional Fees	Provide professional services on a time-and-materials contract.
License Fees	Sell the rights to use intellectual property.