

PENN STATE

HESE

**Humanitarian Engineering &
Social Entrepreneurship Program**

HESE@PSU.EDU

WWW.HESE.PSU.EDU

GO.DO.CHANGE



Personal Inventory

John Gershenson, Ph.D.
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Goal

- Define the ecosystem in which the opportunity, the problem, and the solution will exist
- We will spend the semester going through researching, defining, iterating, testing, proving these elements to insure a solution that has impact
- Using a “new” canvas - developed by Orange Hills - but it is similar to what the rest of the world uses

BUSINESS MODEL

Team

Iteration

Date

Target groups

Brand & messages

Offerings

Resources

Partners

Who are our sales targets and who will be using our offerings?



Customers

Users

How do we want our brand to be perceived and what is our story to sell the offerings?



What bundle of products and services do we offer to our customers and users?



What (internal) key resources do we need to create and deliver the offerings?



Who are our (external) key partners to create and deliver the offerings?



Delivery

R&D

Channels

Channels

Primary

What is our primary customer and user segment that unlocks the most value in our business?

DNA ▶

Job(s) to get done

What job(s) are our customers and users trying to get done?

Through which channels do our customers and users want to be reached?



Core value

What kind of value do we create for customers and users with our offerings?

Through which channels do our partners want to be reached?



Unfair advantage

What do we do better than our competitors, which is hard to copy?

Relationships

What kinds of relationships do our customers and users expect?



Processes

What (internal) key processes do we need to create and deliver the offerings?



Profit formula

Pattern

How, when and how often do we charge our customers?



Pricing & revenue streams

What are our revenue streams and how much do our customers pay (per unit)?

Costs

What are the most important costs to create and deliver the offerings?

Investments

How much money do we need to spend before we earn?



Target Groups

- Customer vs. User
- Primary vs. Secondary
- Jobs vs. Pains



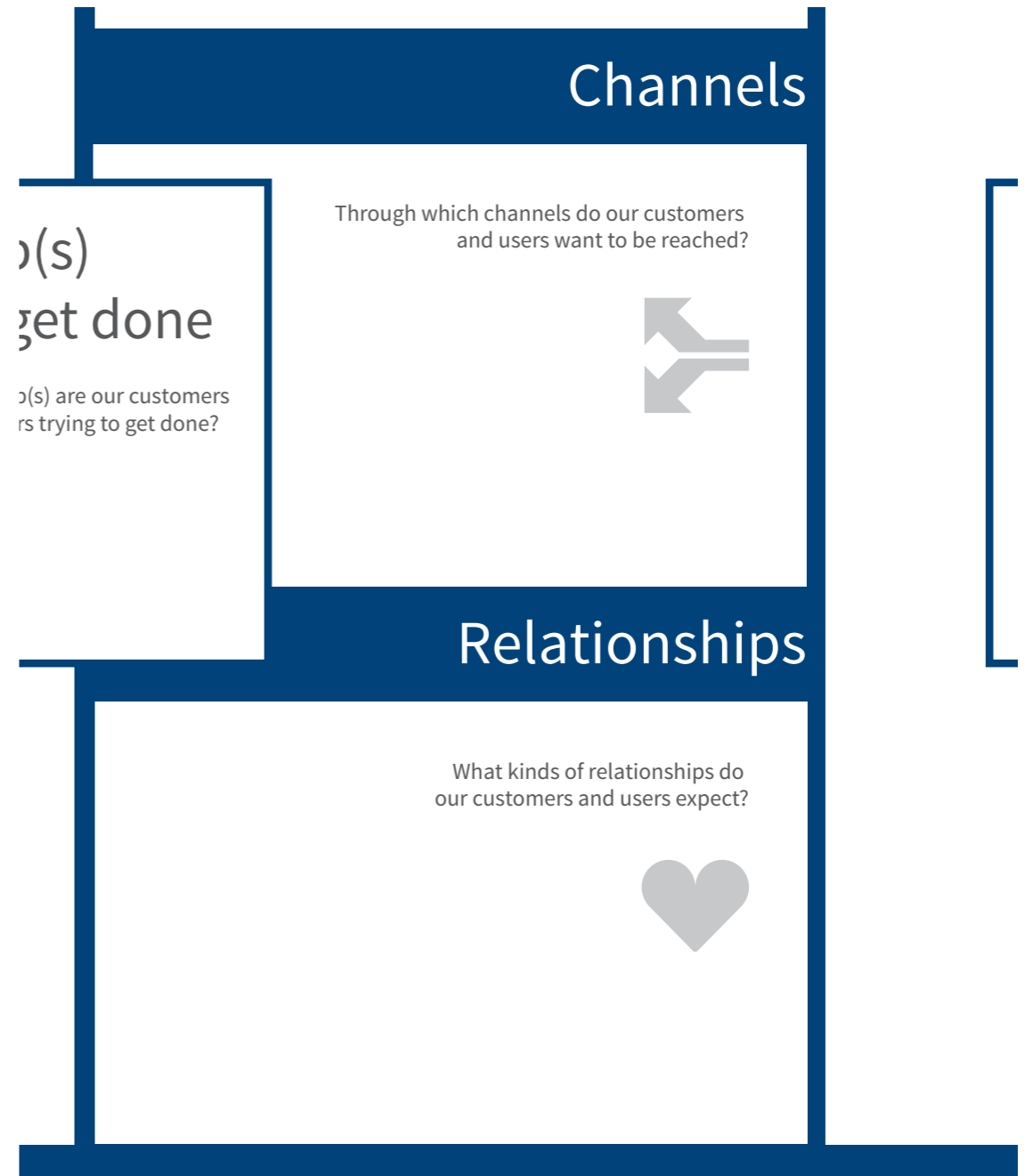
Offerings

- Core vs. Bundle
- Value



Channels & Relationships

- Distribution vs. Interactions



Brand & Messages

- The all important story - Why you?



Resources

- Internal vs. External (partners)



Processes

- For Internal Resources
- What is/needs to be our unfair advantage

Channels

Through which channels do our partners want to be reached?



Unfair advantage

What do we do better than our competitors, which is hard to copy?

Processes

What (internal) key processes do we need to create and deliver the offerings?



Channels

- How we get our partners services into our organization (or do they stay external?)

Channels

Through which channels do our partners want to be reached?



Unfair advantage

What do we do better than our competitors, which is hard to copy?

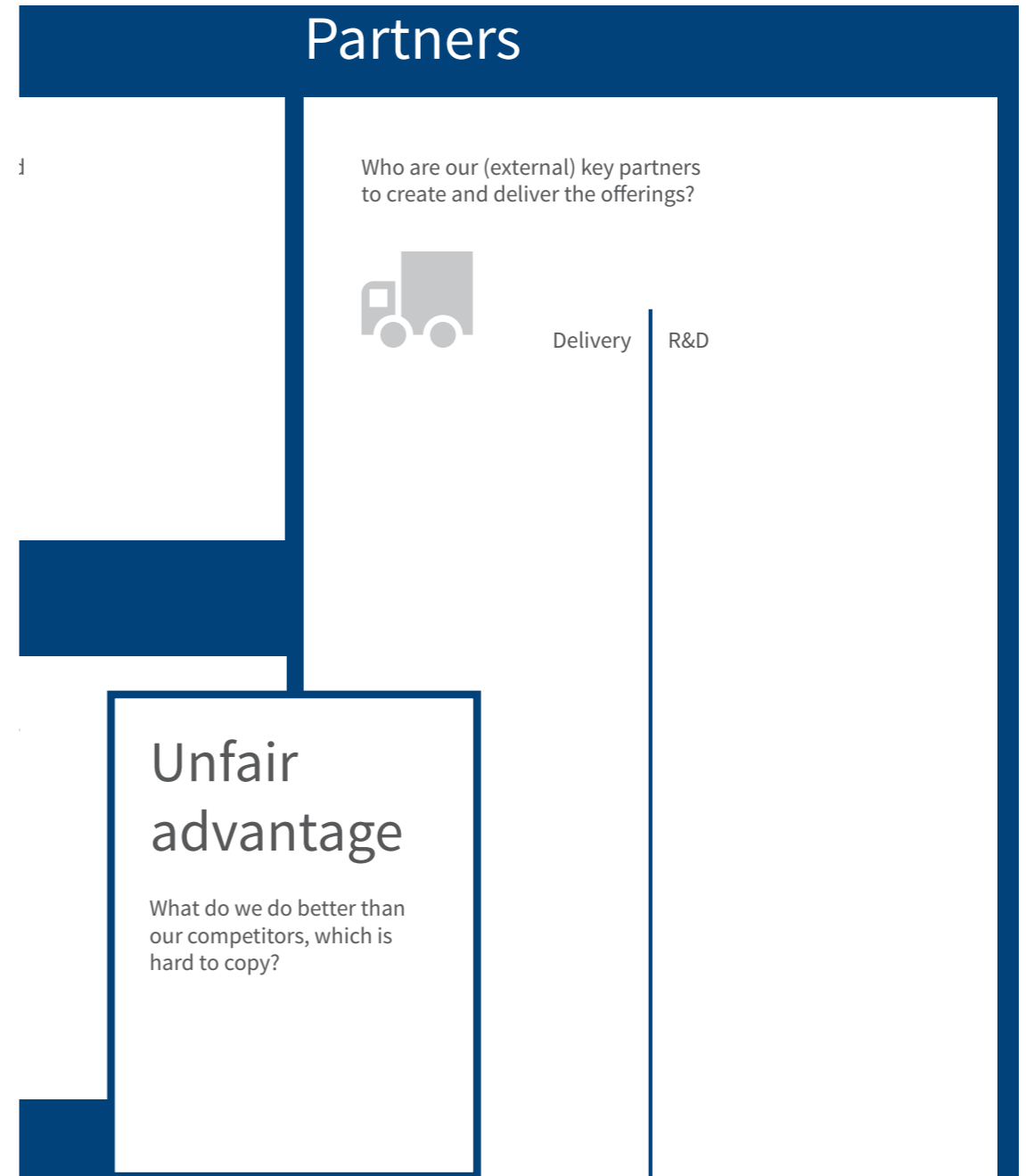
Processes

What (internal) key processes do we need to create and deliver the offerings?



Partners

- Delivery vs. R&D
- Primary vs. Secondary
- Jobs vs. Pains



Profit Formula - Revenue

Profit formula

Pattern

How, when and how often do we charge our customers?



Pricing & revenue streams

What are our revenue streams and how much do our customers pay (per unit)?

- When / how to charge
- What to make money on and what to charge

Profit Formula - Costs

Costs

What are the most important costs to create and deliver the offerings?

Investments

How much money do we need to spend before we earn?



- Key costs that add value to delivery
- Upfront investment



Go!