

Business Concept Map

Name of the venture:

Owner manager and availability:

Date:

Version:

MARKET NEEDS/ PROBLEMS

Market size and growth potential



Market segments and special needs

VALUE PROPOSITION (PRODUCT/SERVICE)

Uniqueness, competitive advantages



Positioning and pricing

REVENUE STREAM / BUSINESS MODEL

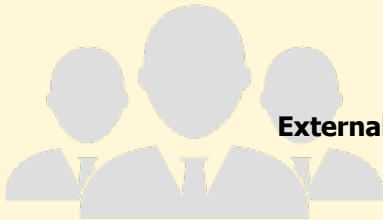
Sales channels and methods



Mission, vision of the venture

OWNER(S)

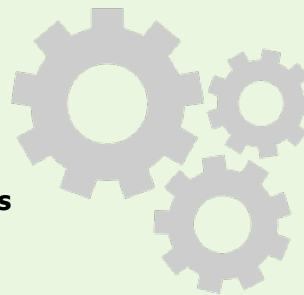
Key staff members



External partners/suppliers

CORE COMPETENCIES (INTERNAL/OUTSOURCED)

Distinctive competencies



Fundamental conditions

COST OF OPERATION

Initial funding needs



Sources of funding