

# The Breakthrough Business Model Canvas

Our purpose is our unlimited resource:

**PURPOSE: Why am I/we doing this?**

Why was I born to do this?  
What is my personal story and how does it connect to this project?  
Am I chasing money or fulfilling purpose?



Create for one customer but allow all to buy:

**Who is your MUSE? Your focal point?**

Who's life do you seek to improve & why?  
What is her / his name, age?  
What job does s/he do (functional, social)?  
What emotional and human needs do they have (eg. shelter, approval, sex, safety)?  
Describe her / his habits?



Avoidance or removal of pain is powerful and urgent:

**What PAIN is our customer paying to avoid - that we can monetise?**



Your customer pays the bill - why?  
What does your customer gain by avoiding or overcoming that pain?  
How much is that worth to them?  
How urgent is this?

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Building the resilience & motivation needed to deliver:

**How will you execute the plan?**

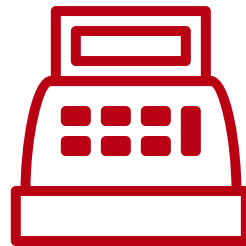
How to share equity for work?  
Do you have 'chickens' or 'pigs'?  
How are you managing burnout risk?  
Misunderstanding customer motivations?  
Hidden costs? Delayed revenue?  
Family support gets withdrawn?



Start high - with early offers:

**What price? What payment terms?**

What price is slightly 'too much to pay'?  
Can you get paid upfront?  
Do you have high initial fixed costs that can be solved by crowdfunding?  
Will suppliers offer credit in return to connection to cool tech startups?



Customers stay if they feel cared for:

**How do our customers FEEL - when they get our product / service / message?**

How do customers respond to our communities?  
How do we attract, keep and grow our customers into our biggest fans?  
How do we make our customers feel at each stage of their journey and especially on delivery?

