

SUPPORT METHODS:REVENUE & COST

THIS EXERCISE SUPPORTS YOU WHEN YOU FILL IN QUESTION 5 REVENUE STREAMS & 6 COST STRUCTURE ON THE IDEA CANVAS.

What is this for?

You can use this canvas to guide your cost and revenue discussion.

Note that some sections might not be applicable to your solution.

Instructions

Check topics on each column one-by-one and evaluate if it is somehow applicable to your solution. Consider if you should think about it now or is it perhaps something to be listed in assumptions to be checked in the next phase.




Then, you can calculate how much money your solution should bring back to get revenue. The revenue model is something you should reflect on the customer/user needs and the way they are going to use your solution.

The progress column is a plan explaining how much money will come back and when.

Note that you probably need to go back and forth with the columns of this canvas but that's normal. Keep in mind to select only the parts that are relevant for your solution – no need to fill in all fields.

WHERE IS THE MONEY?

Select only those parts that are relevant based on your solution. You don't have to fill all the boxes.

 COST	 REVENUE	 PROGRESS
Development (proto) <small>(Time of people, list of needed expertise)</small>	Savings, income or avoiding risk in future?	Value Type <small>(Customer /employee satisfaction, sales growth, culture change, cost reduction, addresses the competition, efficiency, quality, brand impact, new business areas)</small>
Tools, data & hardware	Where does the money from your revenue model (see above) come from?	
	Give an estimated number <small>Estimate the revenue after 1-5 years.</small>	Plan for 1st month sales / savings Plan for 1st year sales / savings
Production (actual product)	What might the business model be? <small>(direct or indirect sales, service, one time, recurring)</small>	When can you start earning with this? (Time)
Maintenance and continuous improvement <small>(people, fixing, tools, data)</small>	How are customers paying today and how much?	Break-even point? <small>When will the development and production cost be earned back?</small>
Delivery		
Training, sales & marketing	Where and how do you anchor the price perception?	Expected yearly revenue when solution is up and running <small>(Income - maintenance cost = profit)</small>

WHERE IS THE MONEY?

Select only those parts that are relevant based on your solution. You don't have to fill all the boxes.



COST

Development (proto)

(Time of people, list of needed expertise)

Tools, data & hardware

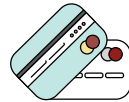
Production (actual product)

Maintenance and continuous improvement

(people, fixing, tools, data)

Delivery

Training, sales & marketing



REVENUE

Savings, income or avoiding risk in future?

Where does the money from your revenue model (see above) come from?

Give an estimated number

Estimate the revenue after 1-5 years.

What might the business model be?

(direct or indirect sales, service, one time, recurring)

How are customers paying today and how much?

Where and how do you anchor the price perception?



PROGRESS

Value Type

(Customer /employee satisfaction, sales growth, culture change, cost reduction, addresses the competition, efficiency, quality, brand impact, new business areas)

Plan for 1st month sales / savings

Plan for 1st year sales / savings

When can you start earning with this? (Time)

Break-even point?

When will the development and production cost be earned back?

Expected yearly revenue when solution is up and running

(Income - maintenance cost = profit)