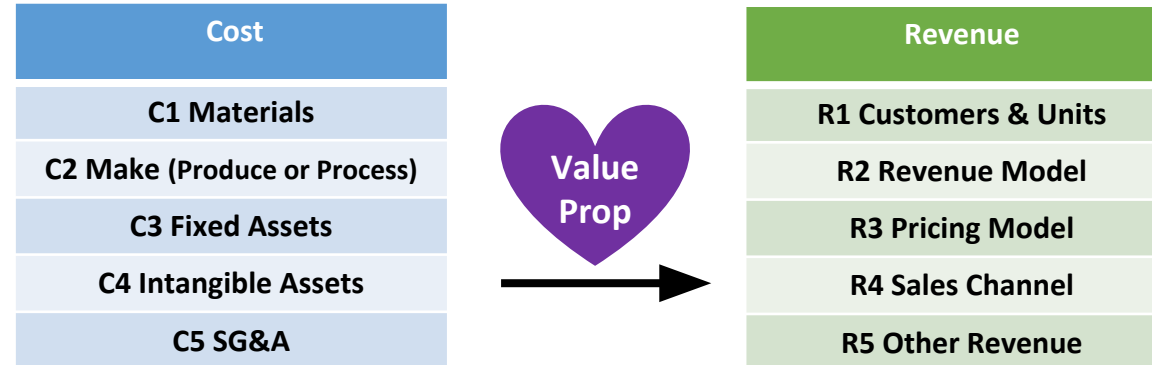


# Lens of the Market® Business Planning Process Map

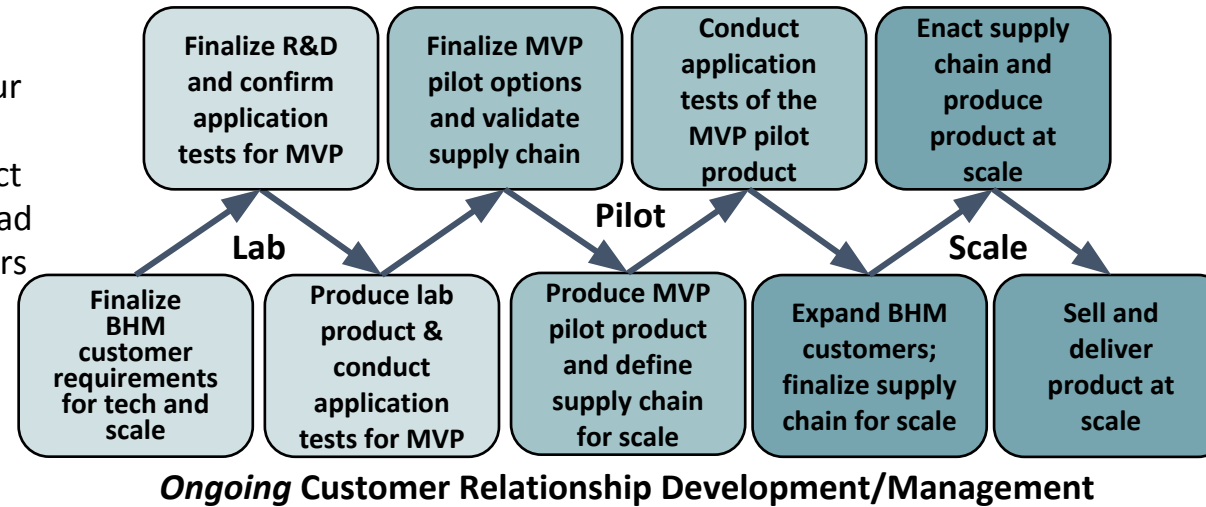
**I. Business Case:** The market validated argument for your Value Prop starting with your Minimum Viable Product to Beachhead Market customers.

- I. Technology Platform
- II. Market Segmentation
- III. Market Validated Value Prop
- IV. Value Chains (Market Structure)
- V. Competitive Product Market Gap
- VI. Competitor Analysis
- VII. Beachhead Market TAM/SAM/SOM
- VIII. Beachhead Market Customer ranking

**II. Business Model:** Turning costs into revenue to profitably deliver your Value Prop to customers, supported by your business structure.



**III. Go-to-Market Strategy:** Delivering your Value Prop with a Minimum Viable Product (MVP) to your Beachhead Market (BHM) customers aligned with your Corporate Structure (team) and Customer Relationship process.



## Outputs

### Business Plan

- I. Business Case
- II. Business Model
- II. Business Structure
- III. Go-to-Market Strategy
- III. Corporate Structure
- III. Operating Plan
- III. Financial Forecasts
- III. Funding Plan

### Funding Presentation

## Tools

- Business Case Analysis Workbook
- Business Model Workbook
- Financial Forecast Workbook

