

A schematic that shows how a program functions in the market can be used to build a business plan

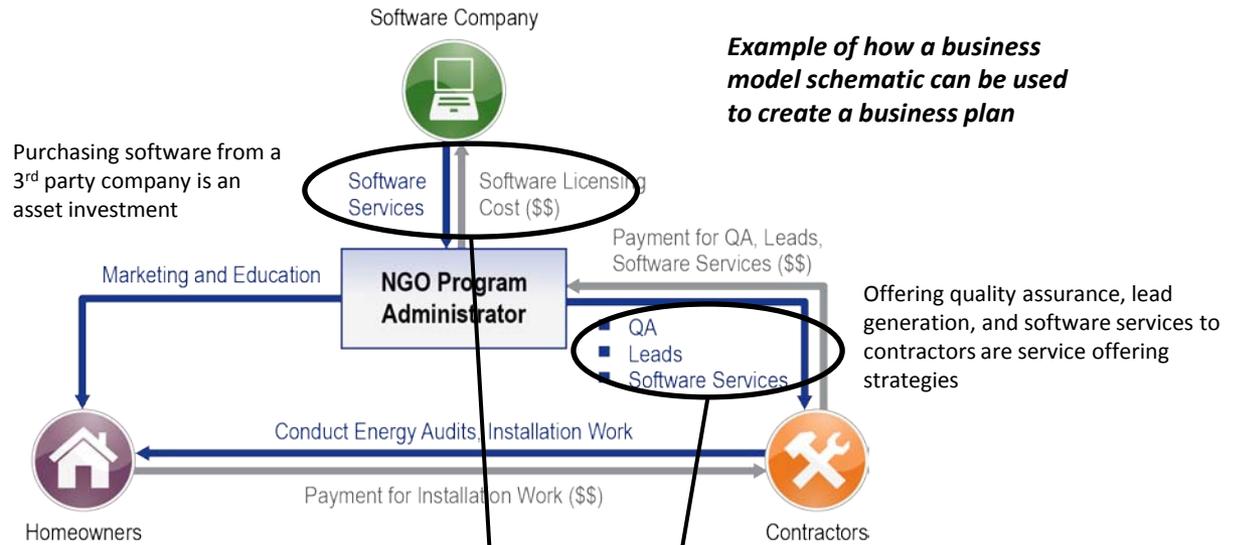
Business Model Schematic

- A schematic represents the sum of all of an organization's business model elements
- Breaking a schematic down into its component parts can enable an organization to identify most of the information it needs to build out its business plan

Business Plan Framework

- Many of the business model elements have cost and revenue impacts for the organization that can be tracked over time

High Level Business Model Schematic



Example of how a business model schematic can be used to create a business plan

Governance	Financial Structure	Assets & Infrastructure	Service Offering	Customer	Partners
Define internal responsibilities:	Identify sources/uses of funds:	Identify assets (e.g., software, brand, etc.)	List services offered:	Identify target customers:	Identify future partners or partnering opportunity:
Define external restrictions (e.g., regulations, laws, etc.)	Track financial performance:		Articulate value of service offering: Describe distribution channel(s):	Describe outreach strategy:	Describe how program aligns with potential partner interests:
Costs			Revenue		
List and describe costs:			List and describe revenue:		