

## Value

### Customer Problem

- What customer problem(s) do you solve?
- What need and/or passion do you serve?
  - ✓ Emotional (e.g. connection to the brand; feeling house-proud for having a nice garden)
  - ✓ Physical (e.g. redesigned garden)

### Your Solutions

- How do you solve your customer's problems?

### Your Unique Approach

- How do you stand out from your competitors?
  - ✓ Emotional (e.g. personal, family run business/service)
  - ✓ Physical (e.g. award-winning garden designs)

## Assets and Talents

### What do you need to make things happen?

- What do you rely on? (e.g. expertise, tools, premises, weather)

### Who do you need?

- Who makes up your team? (e.g. 3 gardeners, 2 designers)
- Who are your friends partners?
- Who gives you useful stuff? (e.g. suppliers)

## Customers

### Who are they?

### Describe your customer journey

- E.g. enquiry, meeting and consultation, build garden, one-year check up.

### How do customers hear about and interact with you?

- Prioritise from most to least important e.g. online/offline; word of mouth, search, events, print advertising.

### How do you interact with your customers?

- Prioritise from most to least important e.g. online/offline; word of mouth, search, events, print advertising.

## £££:

### Money In (Revenue)

- How does your customer solution generate money?
  - ✓ E.g. subscriptions, memberships, repeat/one-off sales.

### Money Out (Costs)

- What do you pay for?
  - ✓ Fixed costs (e.g. transport, overhead, equipment)
  - ✓ Variable costs (e.g. qualification, logistics, research)

## Success

### How do you measure your success?

- E.g. profit, website traffic, enquiries, company growth.

