## **FEI Canvas**©

	OPERATING MODEL						
PROBLEM FORMULATED AS A POV  What is the customer/ consumer problem or "Job" you are solving?  Problem is formulated from the Point of View (POV) of the user. Same concept as "Jobs to be done"	CUSTOMER/CONSUMER CIRCUMSTANCE  How can we define customer/consumers in terms of who they are and their circumstance and in the form of personas?	CUSTOMER ATTRIBUTES  What attributes do we need to deliver to the customer? Which of our customer problems are we solving with these attributes?	SOLUTION  What is the devised product and/or service that delivers on the key customer attributes?	What are the key resources needed to deliver the CVP – people, technology, partners, funding What are the unique resources required to achieve a competitive advantage?			
			CHANNELS  What are the key channels the company				
			uses to reach its customers?	What are the key processes needed to deliver the CVP – marketing, sales, IT, R&D/PD, manufacturing What are the unique processes required to achieve a competitive advantage?			
		COMPETITION AND BARRIERS  What are the competitive alternatives to getting the job done and barriers to	PAYMENT STRUCTURE  What is the price and how does the customer pay for the solution?				
		getting it done well?  PROFIT FORMULA					
	AND ADOPTION	FROITI TORIVIOL	A	O COT OTRUCTURE			
REVENUE STREAMS How does the company of the How do adoption dynam	COST STRUCTURE  What are the costs (direct and overhead) incurred to operate the business model?						
	→ INTERNAL						
RISKS AND ASSUMPTIONS							

What are the top three risks and assumptions?

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	OPERATING MODEL						
PROBLEM FORMULATED AS A POV	CUSTOMER/ CONSUMER CIRCUMSTANCE	CUSTOMER ATTRIBUTES	SOLUTION	KEY RESOURCES			
			CHANNELS				
				KEY PROCESSES			
		COMPETITION AND BARRIERS	PAYMENT STRUCTURE				
PROFIT FORMULA							
REVENUE STREAMS AN	COST STRUCTURE						

## RISKS AND ASSUMPTIONS