

BUSINESS MODEL CANVAS

DESIGN ICEBERG COMPANION WORKSHEET / Record assumptions separately from evidence. Date your version.

CUSTOMER SEGMENTS

Claim, evidence reference and uncertainty:

VALUE PROPOSITIONS

Claim, evidence reference and uncertainty:

CHANNELS

Claim, evidence reference and uncertainty:

CUSTOMER RELATIONSHIPS

Claim, evidence reference and uncertainty:

REVENUE STREAMS

Claim, evidence reference and uncertainty:

KEY RESOURCES

Claim, evidence reference and uncertainty:

KEY ACTIVITIES

Claim, evidence reference and uncertainty:

KEY PARTNERSHIPS

Claim, evidence reference and uncertainty:

COST STRUCTURE

Claim, evidence reference and uncertainty:

Framework: Osterwalder & Pigneur / Strategyzer. Original companion layout; official canvas at strategyzer.com.

BELOW THE SURFACE

Record the reasoning that may change the decision. This review sheet is an original Design Iceberg companion.

CUSTOMER PROMISE

What should people be able to rely on?

ACTOR CARRYING THE BURDEN

Who supplies the labour, capacity or risk?

DEPENDENCY & EVIDENCE

What supports the assumed arrangement?

ALTERNATIVE ARRANGEMENT

How could the burden be shared differently?

ECONOMIC & EXPERIENCE EFFECT

Which costs and customer benefits change?

INVESTIGATION / OWNER / REVIEW

What will you check before committing?