

Writing a Business Plan: Evolving the Model

by Guttulus

Data		Evolution		Customer		Validation	
Types		Validation		Existing		Business Model	
<input type="checkbox"/>	Reports	<input type="checkbox"/>	Page Views	<input type="checkbox"/>	Relationships	<input type="checkbox"/>	Updates
<input type="checkbox"/>	Sales	<input type="checkbox"/>	Purchases	<input type="checkbox"/>	Engagement	<input type="checkbox"/>	Pivot
<input type="checkbox"/>	Diagrams	<input type="checkbox"/>	Referrals	<input type="checkbox"/>	Special Discounts	<input type="checkbox"/>	Changes
<input type="checkbox"/>	Mind Maps	<input type="checkbox"/>	Reviews	<input type="checkbox"/>	Beta Testing	<input type="checkbox"/>	Repeat
Customer		Segments		Relationships		Updates	
<input type="checkbox"/>	Loyalty	<input type="checkbox"/>	Customer	<input type="checkbox"/>	Acquisition Cost	<input type="checkbox"/>	Business Model
<input type="checkbox"/>	Typical	<input type="checkbox"/>	Market	<input type="checkbox"/>	Conversion Rate	<input type="checkbox"/>	Price Point
<input type="checkbox"/>	Archetypes	<input type="checkbox"/>	Industry	<input type="checkbox"/>	Lifetime Value	<input type="checkbox"/>	Service
<input type="checkbox"/>	Referrals	<input type="checkbox"/>	Horizontal/Verticals	<input type="checkbox"/>	Competitor	<input type="checkbox"/>	Revenue Model
Business Model		Cost Structure		Engagement		Pivot	
<input type="checkbox"/>	Previous Versions	<input type="checkbox"/>	Return on Investment	<input type="checkbox"/>	Social Media	<input type="checkbox"/>	Feedback
<input type="checkbox"/>	Current Versions	<input type="checkbox"/>	Cash Flow	<input type="checkbox"/>	Email List	<input type="checkbox"/>	Sales
<input type="checkbox"/>	Possible Versions	<input type="checkbox"/>	Overhead	<input type="checkbox"/>	Youtube	<input type="checkbox"/>	Complaints
<input type="checkbox"/>	Future Versions	<input type="checkbox"/>	Employee	<input type="checkbox"/>	Website	<input type="checkbox"/>	Bad Reviews
Numbers		Revenue Stream		Special Discounts		Changes	
<input type="checkbox"/>	Pricing	<input type="checkbox"/>	Online	<input type="checkbox"/>	Trial	<input type="checkbox"/>	Repeatable
<input type="checkbox"/>	Acquisition Costs	<input type="checkbox"/>	Store	<input type="checkbox"/>	Loyalty Programs	<input type="checkbox"/>	Scalable
<input type="checkbox"/>	Lifetime Value	<input type="checkbox"/>	B2B	<input type="checkbox"/>	Package	<input type="checkbox"/>	Quick
<input type="checkbox"/>	Customer Behaviors	<input type="checkbox"/>	B2C	<input type="checkbox"/>	Customized	<input type="checkbox"/>	Necessary
Information		Prices		Beta Testing		Repeat	
<input type="checkbox"/>	Industry	<input type="checkbox"/>	Average Cost	<input type="checkbox"/>	Customer Feedback	<input type="checkbox"/>	Informed Decision
<input type="checkbox"/>	Competitor	<input type="checkbox"/>	Average Price	<input type="checkbox"/>	Customer Optimization	<input type="checkbox"/>	Predictable Revenue
<input type="checkbox"/>	Discovery	<input type="checkbox"/>	Average Margin	<input type="checkbox"/>	Customer Creation	<input type="checkbox"/>	Predictable Sales
<input type="checkbox"/>	Validation	<input type="checkbox"/>	End of Year Prediction	<input type="checkbox"/>	Rewards	<input type="checkbox"/>	Reinvest