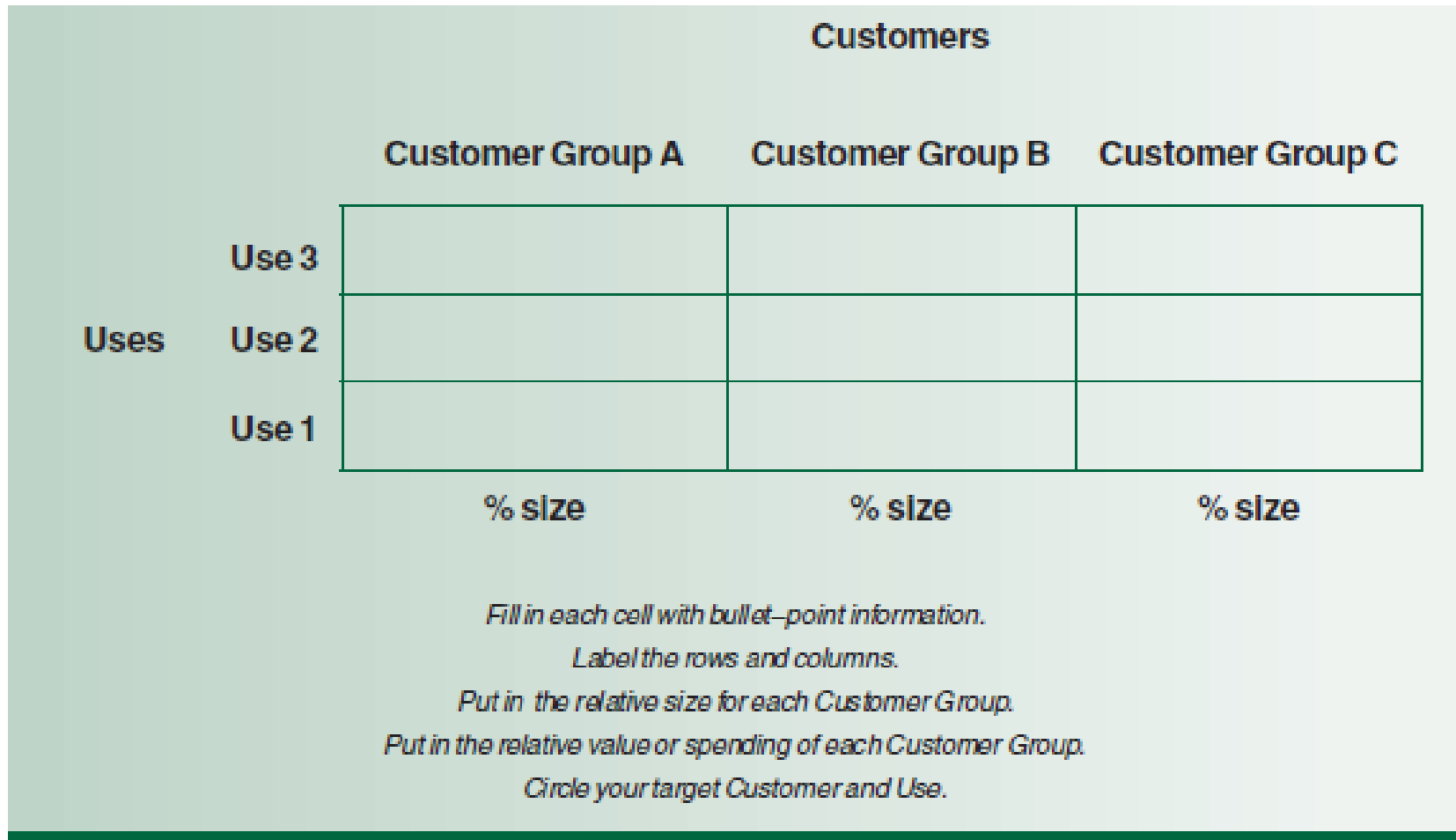


Customer Group	Description of Typical Customer Needs and Behaviors (Use bullet points)	Segment Size/Share (Use words or actual numbers)	Priority In Terms of Startup Focus

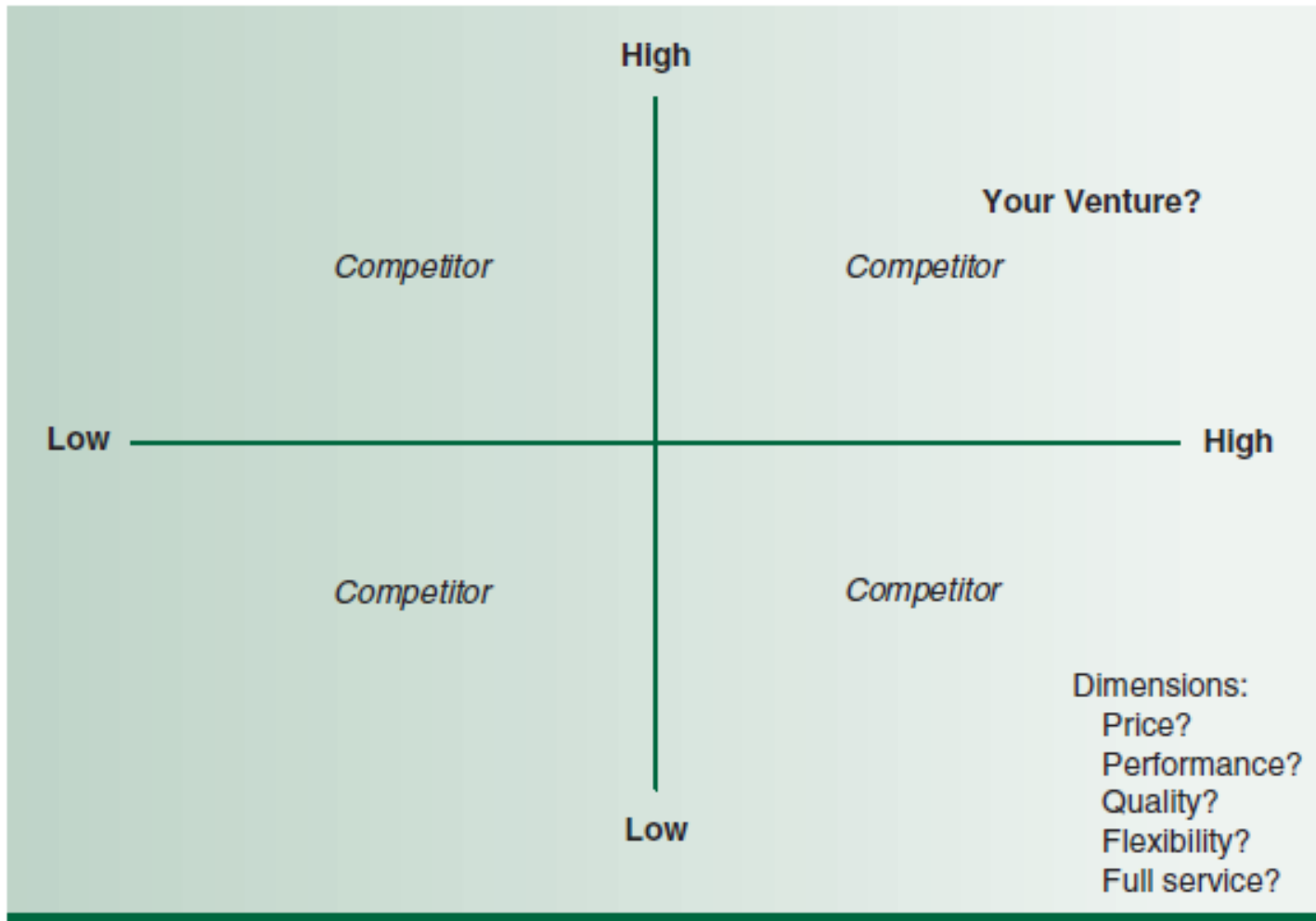
**Figure 2.3** Identifying Different Types of Customers in a Market Segment

Customer Segmentation Based on Common Core Behaviors and Needs  
Reference in Reader Exercises



**Figure 2.6**

The Customers and Their Uses Template



**Figure 7.4** Your Perceptual Map

Business Model Dimensions		The Approach for Your Venture	Rationale for That Approach
1	<b>Revenue Model</b> Products and services The structure and nature of revenue? The number of distinct revenue streams? Pricing relative to competition? Recurring revenue?		
	<b>R&amp;D Model</b> Build technology or buy? Focus of "value-add" in product/service R&D?		
	<b>Production Model</b> Manufacturing—internal or outsourced? Gross margin targets on products and services.		
	<b>Go-To-Market Model</b> Channel? Strategy for building awareness Startup approach versus ramp-up approach?		
2	<b>How Do these All Fit Together as a Business?</b> Logically, and then goals for revenue, gross margins, and operating margins.	<b>4</b> <b>Taken as a Whole, Is this Business Model Distinctive Relative to Competitors in the Marketplace?</b>	

**Figure 11.3** Defining Your Business Model