

SWOT Analysis

Strengths

What are the advantages of your organization?
What is your unique selling proposition?
What do other people in your market see as your strengths?

Weaknesses

What can your organisation improve?
What should you avoid?
What factors ultimately limit your organisation's sales?

Opportunity

What can your organisation take advantage of?
Are there new markets you can uncover?
Where are your competitors going and winning?

Threats

What are the threats facing your business?
What are your competitors doing?
What market factors are affecting your business?

Tows action points

Internal factors ↓ External factors →	External opportunities O1 O2 O3 O4	External threats T1 T2 T3 T4
Internal strengths S1 S2 S3 S4	"Maxi-Maxi" Strategy use strengths to maximize opportunities. S01 S02 S03 S04	"Maxi-Mini" Strategy Strategies that use strengths to minimize threats. ST1 ST2 ST3 ST4
Internal weaknesses W1 W2 W3 W4	"Mini-Maxi" Strategy minimises weaknesses by taking advantage of opportunities. W01 W02 W03 W04	"Mini-Mini" Strategy Strategies that minimize weaknesses and avoid threats. WT1 WT2 WT3 WT4

Business model canvas: right hand side

The Business Model Canvas

Designed for:

Designed by: Lawrie Chandler

On: dd/mm/yyyy

Iteration # 1

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure			Revenue Streams	

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Value proposition skeleton

- The Skok model a simple template for building a value proposition. Harvard Innovation Lab www.startupsecrets.com

For		target customer
who are dissatisfied with		the current alternative
our product is a		new product
that provides		key problem-solving capability
unlike		the product alternative

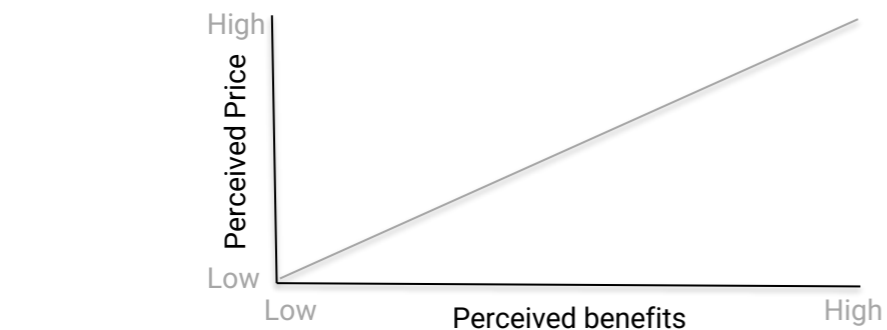
Market appraisal

Market assessment

Growth rate:

Trends (sellers/buyers):

Dominators:



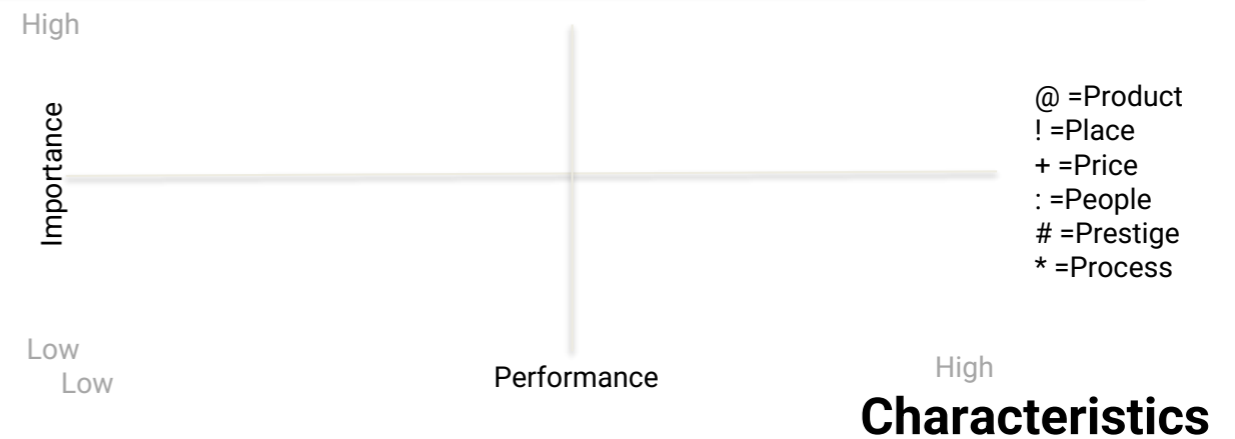
Offering value

Segments

Underlying changes:

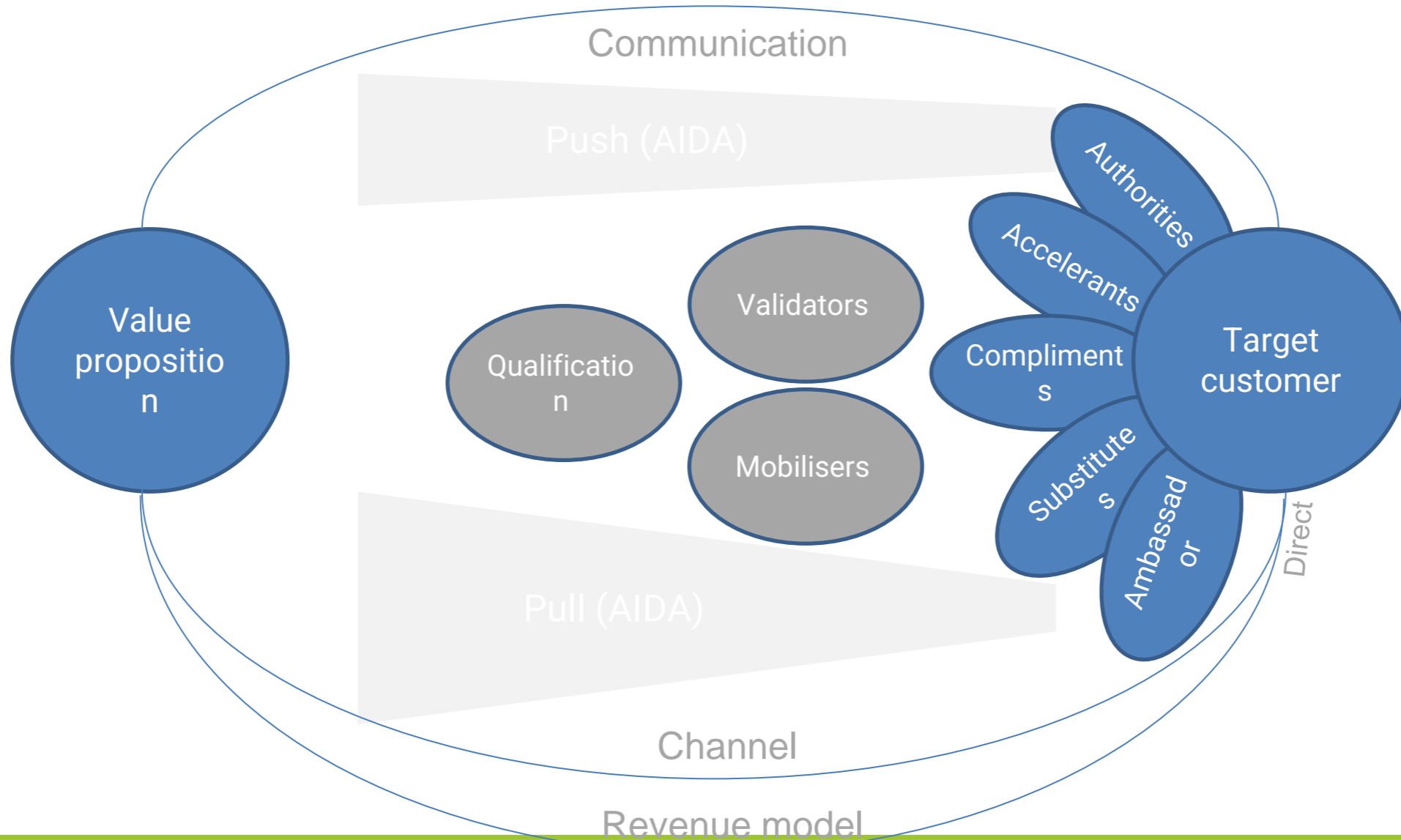
Disruption:

Disruptors:

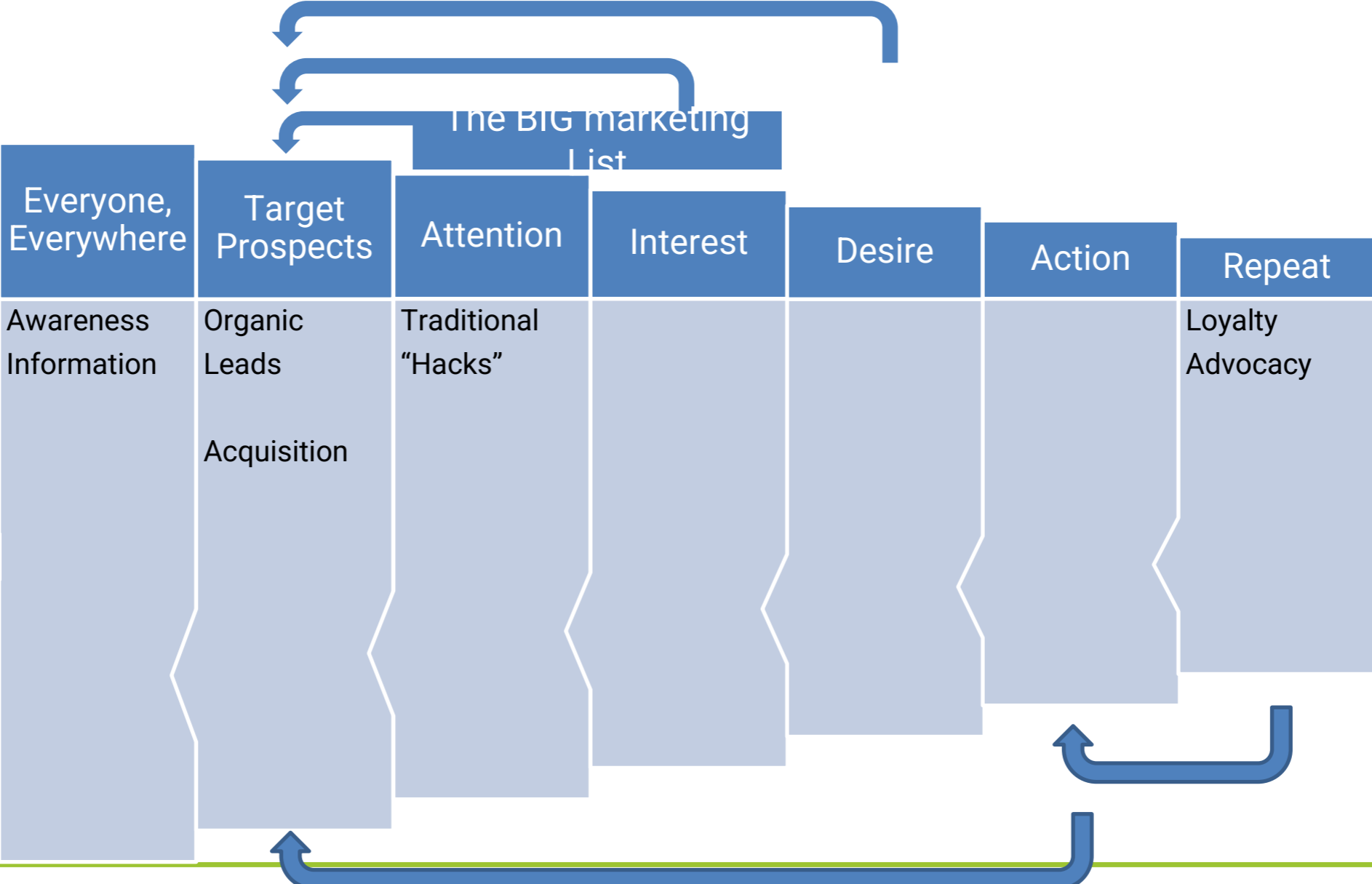


Characteristics

Accelerated customer cycle



Edale Maximiser AIDA funnel



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Goal setting for business escape velocity

Focus zone of Canvas	Agreed takeaway	Aim in 3 months	Aim in 6 months	Ideas for next phase
1	1	1	1	
	2	2	2	
2	1	1	1	
	2	2	2	