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| --- | --- | --- |
| **Business** | **Institutions** | **People** |
| [**11) Partners**](#_12)_Partners_&) The network of key suppliers, collaborators, service providers, etc. that help you develop and/or make your product or service. | [**12) Relationships**](#_9)_Relationships) **& Channels**The way in which you engage with customers and influencers to develop and maintain needed relationships and deliver the product/ service to users  | [**6) Authorities**](#_4)_Authorities)* Payors
* Regulators
* Medical Boards
* Patient Advocacy Groups
 | [**5) Experts**](#_3)_Experts)* Clinical Champions
* Anti-Buyers
* KOLs
* Patients/ Families
 |
| [**2)** **Economic Buyers**](#_2)_Economic_Buyers)* Decisions Makers
* Technical Buyers/VAC
 | [**1) Users**](#_1)_Users)* Practitioners
* Patients(?)
 |
| [**10) Key Resources**](#_12)_Partners_&)The key assets the business controls (physical, financial, intellectual, human, etc.) that provides a competitive advantage | [**9) Key Activities**](#_10)_Key_Activities)The key things the business does to create and deliver the value prop. & support customers (core competencies) |
| [**4) Value Quantification**](#_6)_Value_Quantification)* Safety
* Performance
* Cost Savings
 | [**3) Value Statement**](#_5)_Value_Statement)* Need/ Job-to-be-Done
* Outcome Statement
* Benefit Statement
 |
| [**13) Cost Structure**](#_13)_Cost_Structure)The fixed and incremental costs to operate the business and deliver/support the solution | [**14) Cash Flow/Value**](#_14)_Cash_Flow/Value)* Investor economics
* Cash flow/needs
* Capital needs
* Profits generated.
 | [**8) Transaction Model**](#_8)_Transaction_Model)* Approved use
* Reimbursement
* Pricing
* Payment terms
 | [**7) Market Size**](#_7)_Market_Size)* # of procedures
* # of users
* # of institutions
* Adoption rate
 |

# 1) Users

* Practitioners
* Patients(?)

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# 2) Economic Buyers

* Decision Makers
* Technical Buyers/VAC

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# 3) Value Statement

* Need/Job-to-be-Done
* Outcome Statement
* Benefit Statement

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# 4) Value Quantification

* Safety
* Performance
* Cost Savings
* Benefit Statement

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# 5) Experts

* Clinical Champions
* Anti-Buyers
* KOLs

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# 6) Authorities

* Payors
* Regulators
* Medical Boards

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# 7) Market Size

* # of procedures
* # of users
* # of institutions
* Adoption rate

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# 8) Transaction Model

* Approved use
* Reimbursement
* Pricing
* Payment terms

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# 9) Key Activities

* The key things the business does to create and deliver the value prop. & support customers. (core competencies)

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# 10) Key Resources

* The key assets the business controls (physical, financial, intellectual, human, etc.) that provides a competitive advantage.

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# 11) Partners

* The network of key suppliers, collaborators, service providers, etc. that help you develop and/or make your product or service.

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# 12) Channels & Relationships

* The way in which you engage with customers and influencers to develop and maintain needed relationships and deliver the product/ service to users

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# 13) Cost Structure

* The fixed and incremental costs to operate the business and deliver/support the solution

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# 14) Cash Flow/Value

* Investor economics
* Cash flow/needs
* Capital needs
* Profits generated

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