

BLOCKCHAIN CANVAS



SYSTEM TOUCH POINTS	VALUE COMPONENTS	VALUE PROPOSITIONS	USER RELATIONSHIPS	USER SEGMENTATION
<p>Which systems are affected?</p> <p>What systems need to change?</p> <p>Who are the Product Owners of those Systems with whom we need to partner?</p>	<p>Which value components apply to this product?</p> <p>Contract Execution Scalability Geography/Location Security Verification Tracking / Ledger Transparency Anonymity Identity</p>	<p>Which customer needs are we solving?</p> <p>How are those needs met today?</p> <p>How does a blockchain solution meet these needs more effectively?</p>	<p>Would user interaction with the system change?</p> <p>Are users expected to interact more with this compared to the existing solution?</p> <p>Does such a solution already exist?</p> <p>How valuable are these interactions?</p>	<p>For whom are we creating value?</p> <p>Is blockchain awareness expected of the user?</p>
	<p>KEY DEPENDENCIES</p> <p>What are key dependencies for the product?</p> <p>Do these exist in the market (buy vs. build)?</p> <p>Can they be re-purposed within the organization?</p>		<p>LEADERSHIP & MARKETING</p> <p>Could our new system establish us as market leader in our segment?</p> <p>Who is seen as the technology leader today?</p>	
<p>TIME</p> <p>How complicated is it to build?</p> <p>Which key dependencies don't exist and need to be built?</p> <p>Which key dependencies will be most time consuming to create/use/learn?</p>			<p>REVENUE/COST/PROFIT</p> <p>Are there additional sources of revenue from users?</p> <p>Is there a cost saving?</p> <p>Is there time saving?</p> <p>What is the revenue mix?</p>	