Sprint Portfolio

BUSINESS MODEL SPRINT (3 WEEKS)

Align on customers, value propositions, and business model — so your company grows with clarity and coherence.

What it is.

A design sprint that helps leadership teams define who their customers are, what value they deliver, and how that value turns into sustainable growth.
We align strategy, marketing, and operations around one clear business model — not parallel assumptions.

The outcome: a coherent model of how your business creates, delivers, and captures value — with shared ownership and a roadmap to validate it.

Why it matters.

When customer understanding, value propositions, and revenue logic evolve separately, organizations drift.
The Business Model Sprint reconnects those pieces into a single system of clarity and focus.
By aligning teams around the same definition of value, the company accelerates decisions, messaging, and investment — speed as a by-product of coherence.

When to use it.

- You're launching or repositioning a business line.
- Teams have competing views of who the customer really is.
- Value propositions are inconsistent across channels or offers.
- Growth ambitions outpace the current business model.
- After a Strategic Transformation Sprint, to translate vision into business logic.

What you get (deliverables).

- **Customer & Segment Map** — clear definition of target segments and their Jobs-to-be-Done.
- **Value Proposition System** — what you solve, how you differentiate, and why customers care.
- **Business Model Blueprint** — revenue, cost, and partnership logic made explicit.
- **Decisions Log** — trade-offs, priorities, and rationale behind model design.
- **Business Model Blueprint** — revenue, cost, and partnership logic made explicit.
- **Validation Roadmap** — next experiments, owners, and metrics to test assumptions.

How it works (CAA).

- **Clarify** — discovery interviews, market scan, and mapping of internal assumptions.
- **Align** — co-creation workshops to define customer segments, refine value propositions, and test business model alternatives.
- **Act** — converge on a shared model, define validation steps, assign owners, and set govern ance cadence.

3 weeks. Leadership, product, marketing, and finance (6–10 participants).
Hybrid or in-person collaboration.

Clarity that moves your business.