

Discussion of: Business Model

1. What is the Value Proposition? What are the key differentiators from the alternatives?
2. What are the key income drivers? What are the key expense drivers?
3. Does the cash flow (or income or budget) statement support financial sustainability (positive cash flow) and scalability (% income growth > % expense growth)?
4. Given the Value Proposition, what is the “best” unit for unit economics. If possible, using this unit, compute the unit economics for your organization for the first (or total over all) year(s) of the financials.