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The Creative Enterprise Toolkit – Blueprint modelling

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03b Blueprint Modelling

How to use this worksheet

This exercise will help you visualise how your business will function and describe how business will be done.

PART A: Operational Stages

Every business has these:

01 Engagement Stage: The time that it takes to plan who your prospective customers are and how to persuade them to buy from you.

02 Development Stage: The time that it takes to design and create your offer.

03 Delivery stage: The time it takes to get your product or service to your customer.

Activities take place either in front of the customer – ‘Onstage’ – or out of sight of the customer – ‘Backstage’.

Write stickies for your business activities and place them in the relevant boxes. Consider doing this in a small group or as a pair. Activities in the areas shaded in grey represent costs that cannot be charged to the customer.

PART B: Blueprint Modelling
Map out all the steps you will need to take to deliver your product or service, in a linear flow diagram. Map the entire process in very small steps. Use a sticky for each step.



		Part A		Part B
		Backstage	Onstage	Start here
Engagement		e.g. things like customer and market research	e.g. things like networking or exhibiting at trade-shows	↓
				↓
Development		e.g. things like developing briefs and ideas	e.g. things like showing customers early prototypes	↓
				↓
Delivery		e.g. things like design reviews and making decisions	e.g. things like presenting to a customer or client	↓
				↓
				Finishing here