Business Design Framework: the 5 Ps of business™

Your Business

Purpose	Product	People		Process	Profit	
[WHY are you in business?]	[WHAT will you sell?]	[WHO will you need?]		[HOW will you function?]	[HOW will you make money?]	
Business DNA	**Value creation**	**Value delivery**	**Customers**	**Team**	Marketing	**Cost structure**	**Sources of revenue**
Culture	Core activities	Core activities	market segmentation	Workers	Sales	Overhead	Business Model
Strategy	Core Competence needed	Core Competence needed	Target market	Partners	Finance	Variable	Pricing framework
		Decision Making Unit	End user profile	Investors	Management	Customer Acquisition Cost	Customer LifeTime Value
			Total Addressable Market				
			Target Customer Persona				