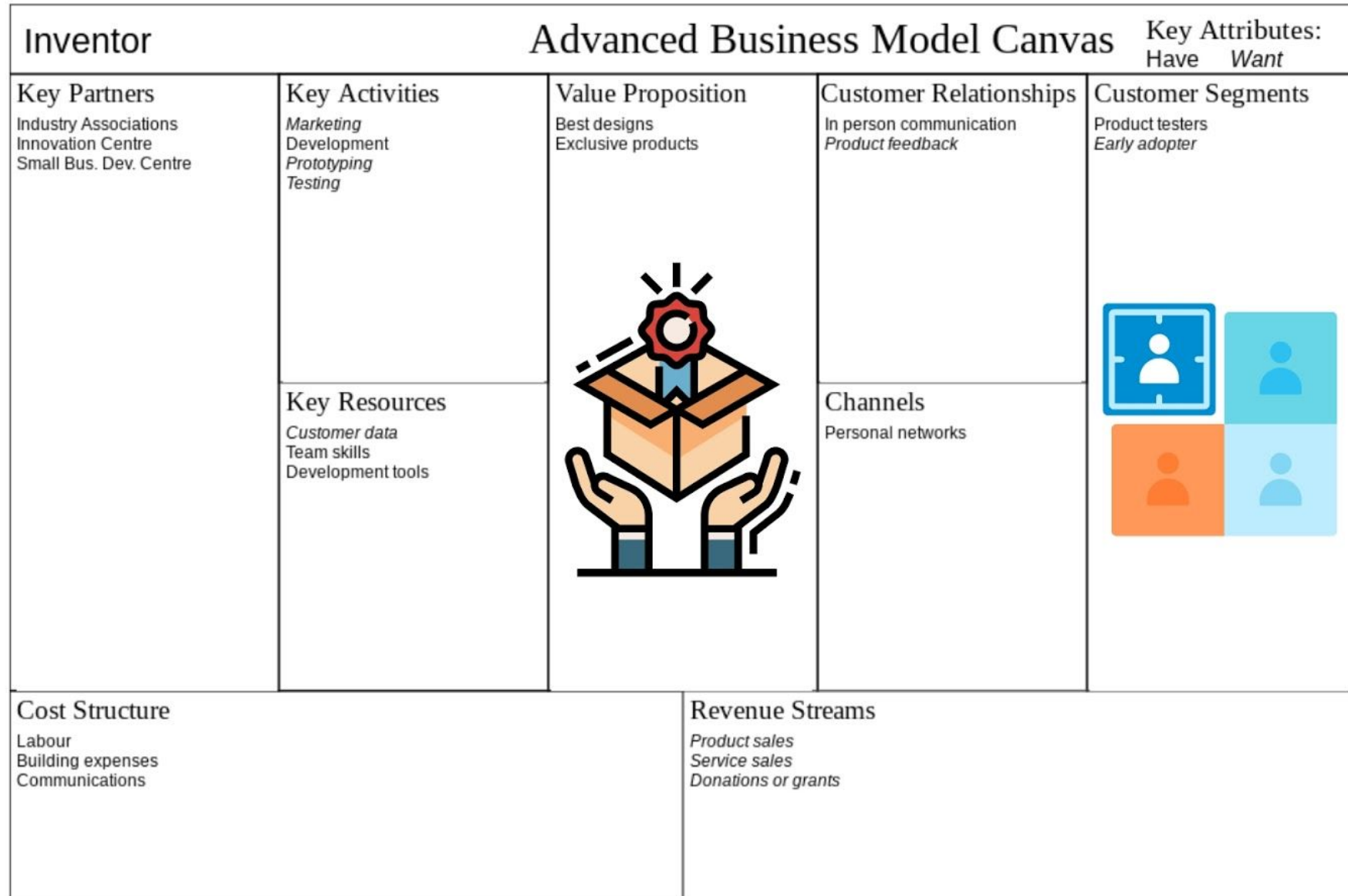


# Inventor Business Model Canvas Template



## Inventor Business Model Canvas Attributes

**Value Proposition:** Best designs, exclusive products

**Customer Segments:** Product testers, early adopters

**Channels:** Personal networks

**Customer Relationships:** In person communications, product feedback

**Key Resources:** Team skills, development tools, customer data

**Key Activities:** Development, prototyping, testing, marketing

**Key Partners:** Industry assn., innovation centre, small bus. dev. centre

**Cost Structure:** Labour, building expenses, communications

**Revenue Streams:** Product sales, service sales, donations, grants

*Expand the attributes above for your invention. Test and validate each attribute. Iterate or pivot if required until the whole model is sustainable. **Then Scale Up.***

## Technology Readiness Levels (TRL)

Level	Description	Your Notes
1	Basic principles observed	
2	Technology concept formulated	
3	Experimental proof of concept	
4	Technology validated in lab	
5	Technology validated in relevant environment	
6	Technology demonstrated in relevant environment	
7	System prototype demonstrated in operational environment	
8	System complete and qualified	
9	Actual system proved in operational environment	

*Work your way up the TRL levels. Add development notes on your journey. Different grants and capital are available at various levels.*

**Next Step:** Marketing <https://www.matthewb.id.au/marketing/> **A marketing plan is the biggest process lever that delivers for the bottom line.**

Created by [Matthew Bulat](https://www.matthewb.id.au/). More information at <https://www.matthewb.id.au/startup/> and <https://www.matthewb.id.au/b/index.html>