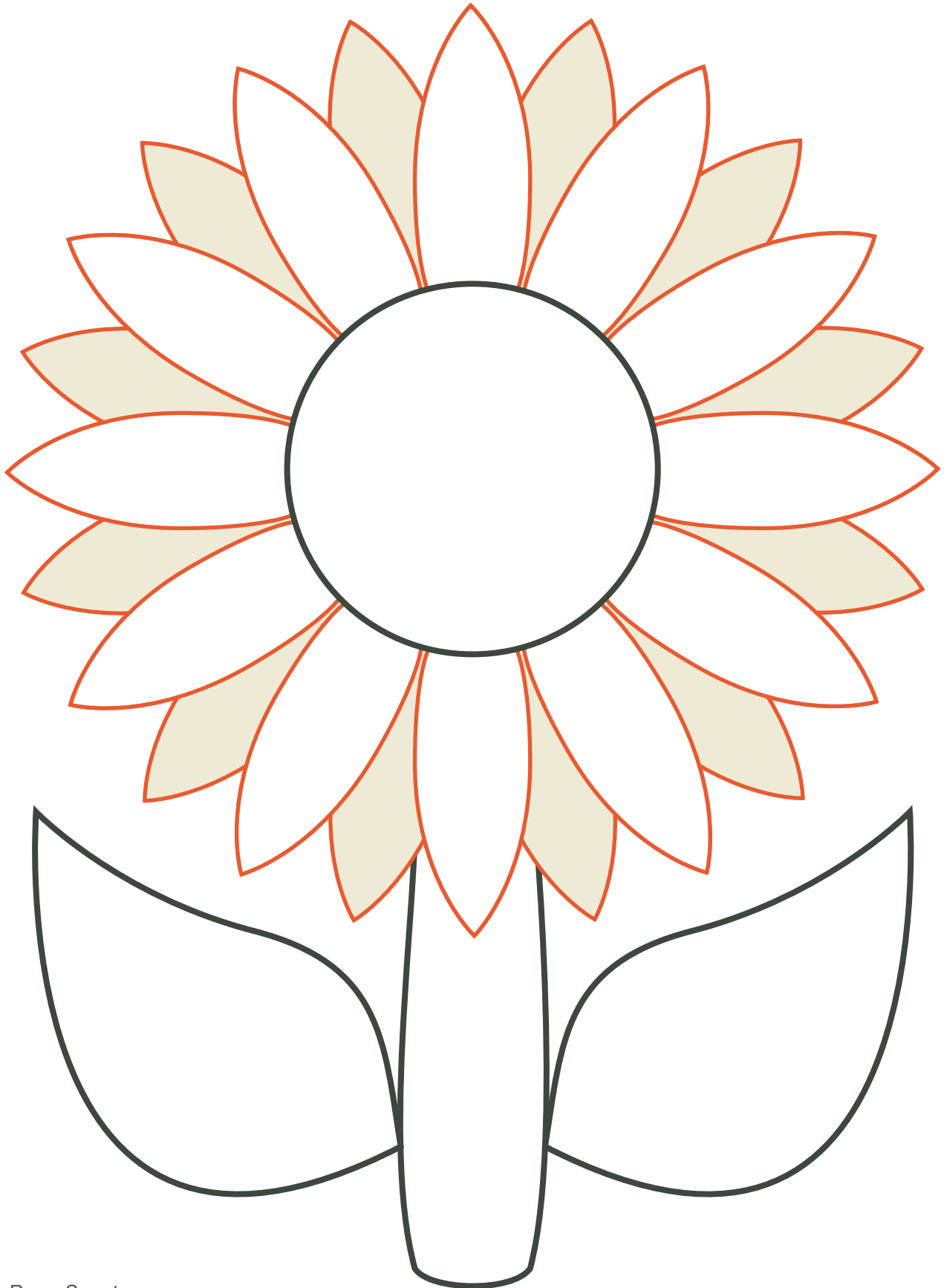


## SUNFLOWER MODEL



From Rob Ryan, Smartups

## SUNFLOWER MODEL

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### CORE COMPETENCIES

Analyse your core competencies. Write these in the centre of the sunflower.

- What makes you *you*?
- What do you do really well?
- What is your area of expertise?
- What is your unique strength?

### POSSIBLE PRODUCTS AND MARKETS

Consider any number of possible products and services to sell.

How many markets and applications can you think of where these might fit?

- Write each saleable product or service on a petal.

### UNDERSTANDING UNDERLYING ASSUMPTIONS

- What assumptions are your business based on?
- What would happen if this assumption were proved incorrect?