**KNIGHT CASTLE & KING**

VENTURE BUILDING MANUAL 2025-2026

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**Introduction**

The present document outlines the Venture Building Workplan, a strategic framework designed specifically to guide the development and execution of a successful business model utilizing the Business Model Canvas methodology. By focusing on its nine integral pillars—Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure—this workplan serves as a comprehensive roadmap for venture creation and scaling efforts.

**Purpose and Scope**

The Venture Building Workplan aims to equip entrepreneurs, project managers, and team leaders with a structured approach to detailing and executing actionable steps for venture development. Covering all essential aspects of a business model, it ensures that each component of the strategy is thoroughly planned, executed, and monitored. This integrated approach not only facilitates the coordination of efforts across different areas but also enhances alignment towards the overall objectives of the venture.

**Instructions for Use**

1. Allocation of Workstreams:
   * Each business model pillar is subdivided into detailed workstreams that require specialized focus.
   * Workstreams will be assigned to specific teams or stakeholders, leveraging their strengths and expertise.
   * Clear ownership of workstreams ensures accountability and fosters collaborative efforts towards common goals.
2. Recording and Monitoring via KCK ERP:
   * Every workstream and its associated tasks will be recorded in the KCK ERP system as distinct milestones.
   * This enables real-time tracking of progress, facilitating timely interventions when necessary.
   * Each milestone is defined in scope with specific tasks and sub-tasks, ensuring a clear understanding of deliverables.
3. Timeframe and Task Management:
   * Tasks and sub-tasks are tied to specific timeframes, ensuring milestones are achieved within set deadlines.
   * This includes predefined start and end dates, with periodic reviews to assess adherence to the timelines.
   * Timely completion and adjustments are facilitated through the ERP system's notification and reminder capabilities.
4. Complexity and Prioritization:
   * Each task's complexity will be assessed and mapped using a prioritization matrix, determining how resources and efforts should be allocated.
   * Tasks will be categorized based on urgency and importance, guiding decision-making and focus areas.
   * This ensures that critical tasks receive the necessary priority and resources, optimizing overall project efficiency.
5. Collaboration and Communication:
   * Transparent and consistent communication channels will be established among teams to promote information sharing.
   * Weekly or bi-weekly meetings are recommended to review progress, discuss challenges, and realign tactical actions as needed.
   * Collaborative tools within the KCK ERP system will facilitate document sharing, feedback, and iterative improvement processes..

**Customer Segments**

**Objective**: Identify and understand the specific groups of customers your business will serve.

**Workstreams A1**:

|  |  |
| --- | --- |
| **Tasks** | **Elected methodology**  **(Sub tasks)** |
| 1. **Market Research**: Conduct surveys, interviews, and focus groups to gather data on potential customer demographics, needs, and preferences. |  |
| 1. **Persona Development**: Develop detailed customer personas to represent different segments. |  |
| 1. **Segmentation Analysis**: Utilize tools like cluster analysis to categorize customers into distinct segments. |  |
| 1. **Validation**: Test assumptions about segments through pilot programs or initial sales. |  |

**2. Value Propositions**

**Objective**: Define the value your product or service offers to each customer segment.

**Workstream**: **A2**

|  |  |
| --- | --- |
| **Tasks** | **Elected methodology**  **(Sub-tasks)** |
| 1. **Problem-Solution Fit**: Identify the key problems faced by each segment and how your offering solves them. |  |
| 1. **Unique Selling Proposition**: Develop a clear statement of what differentiates your offering from competitors. |  |
| 1. **Benefit Mapping**: Map features to benefits that matter most to each segment. |  |
| 1. **Prototype Testing**: Develop early prototypes or MVPs (Minimum Viable Products) to test with segments. |  |

**3. Channels**

**Objective**: Determine how to deliver your value proposition to customers effectively.

**Workstream**:**A3**

|  |  |
| --- | --- |
| **Tasks** | **Elected methodology**  **(Sub-tasks)** |
| 1. **Channel Identification**: Evaluate potential distribution channels (e.g., online, retail, direct sales). |  |
| 1. **Channel Strategy**: Develop strategies to optimize each channel, considering costs and customer reach |  |
| 1. **Partner Evaluation**: Identify and establish partnerships with key channel partners. |  |
| 1. **Pilot Channel**: Test channel efficacy with pilot campaigns or sales initiatives. |  |

**4. Customer Relationships**

**Objective**: Establish the type of relationship you want to build with your customer segments.

**Workstream A4**

|  |  |
| --- | --- |
| **Tasks** | **Elected methodology**  **(Sub-tasks)** |
| 1. **Engagement Strategy**: Develop strategies for acquiring, retaining, and upselling customers. |  |
| 1. **Customer Support Systems**: Set up systems for ongoing customer support and relationship management. |  |
| 1. **Loyalty Programs**: Develop programs to enhance customer loyalty and repeat business. |  |
| 1. **Feedback Loops**: Establish mechanisms for regular customer feedback and relationship improvement. |  |

:**5. Revenue Streams**

**Objective**: Identify how the business will earn revenue from each customer segment.

**Workstream B1**:

|  |  |
| --- | --- |
| **Tasks** | **Elected methodology**  **(Sub-tasks)** |
| 1. **Pricing Model Development**: Explore different pricing models (e.g., subscription, freemium, one-time fee). |  |
| 1. **Revenue Forecasting**: Develop financial projections based on chosen revenue streams. |  |
| 1. **Financial Modelling**: Create comprehensive financial models to support revenue assumptions. |  |
| 1. **Monetization Testing**: Test different monetization strategies to determine feasibility and customer acceptance. |  |

**6. Key Resources**

**Objective**: Identify the essential assets required to deliver your value proposition.

**Workstream C1**:

|  |  |
| --- | --- |
| **Tasks** | **Elected methodology**  **(Sub-tasks)** |
| 1. **2Resource Inventory**: List all necessary physical, intellectual, human, and financial resources.. |  |
| 1. **Resource Gap Analysis**: Analyze gaps between current resources and needed resources. |  |
| 1. **Resource Acquisitions**: Plan for acquiring necessary resources through hiring, partnerships, or purchases. |  |
| 1. **Management Systems**: Develop systems for managing key resources efficiently. |  |

**7. Key Activities C2**

**Objective**: Define the crucial activities necessary to create and deliver the value proposition.

**Workstreams**:

|  |  |
| --- | --- |
| **Tasks** | **Elected methodology**  **(Sub-tasks)** |
| 1. **Operational Planning**: Develop a detailed plan of core operational activities. |  |
| 1. **Process Optimization**: Analyze and optimize processes for efficiency. |  |
| 1. **echnology Solutions**: Identify necessary technology solutions to support key activities. |  |
| 1. **Performance Metrics**: Establish metrics and KPIs to track activity performance. |  |

**8. Key Partnerships.**

**Objective**: Establish essential partnerships to leverage and optimize the business model.

**Workstream**: **C3**

|  |  |
| --- | --- |
| **Tasks** | **Elected methodology**  **(Sub-tasks)** |
| 1. **2 Partnership Analysis**: Identify potential partners and allies in the value chain. |  |
| 1. **Negotiation Strategy**: Develop strategies for reaching favorable agreements with partners. |  |
| 1. **Partnership Agreements**: Draft and finalize formal agreements that outline roles, responsibilities, and benefits |  |
| 1. **Partnership Management**: Set up ongoing partnership management practices, including regular reviews and communications. |  |

**9. Cost StructureB2**

**Objective**: Understand all costs involved in operating the business model.

**Workstreams**:

|  |  |
| --- | --- |
| **Workstream components** | **Elected methodology** |
| 1. **Cost Analysis**: Analyze all fixed and variable costs associated with the business. |  |
| 1. **Budget Development**: Create detailed budgets based on the projected cost structure. |  |
| 1. **Cost Optimization**: Identify areas for cost savings and efficiencies. |  |
| 1. **Financial Monitoring**: Establish regular financial reviews to ensure adherence to budgets and financial projections. |  |

**Appendix 1-PRIORITY MAPPING MATRIX-(PMM)**

|  |  |  |  |
| --- | --- | --- | --- |
| High |  |  | **IMPACT**  (measured based on the importance of the activity towards the overall success of the product getting to market or scaling. |
| Medium |  |  |
| Low  Low | Medium | High |
| **EFFORT**.  (Measured on the basis of the financial, human and time  to complete the activity against the available  resources earmarked for the project. | | |

Note:

This should be mapped based on workstream tasks and subtasks.