

# 03b Blueprint Modelling

## Do

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 box. Consider doing this in a small group or as a pair.

Areas shaded in grey represent activities that are costs that cannot be charged to a 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	Starting 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