GovTech Business Model Canvas

Buying Process

Will you need to go through an RFP and procurement? If so, map out the process.
Does it make sense to land the customer by pricing below the procurement threshold initially and then land and expand?

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Urgency

Why now? What's changed that either makes the "pain" more pronounced, or allows you to solve the problem when it couldn't be solved before?
Is there a new regulation/policy?

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Stakeholders & Buyers

Can your ideal user profile make the purchasing decision?
Who are the stakeholders your ideal user has to go through to make a fast buying decision?
Will other departments need to get involved?
Are there others within the government/agency that experience the same problem and can help create urgency?

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Issue/Opportunity Definition

What is the problem you're trying to solve? Why does it create a "pain" for individuals?
What process are you making more efficient?
What value are you trying to create?

1

Product & Features

How do you plan to build the product?
Will the product be self-serve?
Define the "need to have" features vs. the "nice to have" features.
Are there important data security/compliance standards?
What does the product roadmap look like?
What integrations are important?

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Ideal User Profile

Who is the ideal user of the product? This should be the person that is experiencing the "pain" that your trying to alleviate.
What are the responsibilities of the ideal user in small, medium, and large size governments/agencies?

2

Funding

How do you plan to fund the company?
Venture funding? Angels? Seed funds? Grants?
How do you plan to get the company to cash flow break-even?

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Risks & Competition

What are the anticipated hurdles in adoption, the unit economics, etc?
Who are the competitors and what do they offer?
How are you differentiated?

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Thought Leadership

How do you plan to "define the new way?"
Who are the thought leaders?
How do you plan to share the customer success stories?

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