

The three-sentence model

⌚ approx. 12 min

Module: Why a Business Model Needs to Survive Today

Type: worksheet

Task: Write on a sheet of paper: Who is my shop for?

Write out: What problem am I solving for these customers?

Write out: Why do they buy from me specifically?

Highlight the sentence you feel least confident about - that's your first learning point.

Work areas

1. Write on a sheet of paper: Who is my shop for?

2. Write out: What problem am I solving for these customers?

3. Write out: Why do they buy from me specifically?

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1. Which assumption in your current business model is most likely wrong, and what signal would tell you early enough to change course?

2. How quickly could your store respond to a sudden market shock like an algorithm update or a supplier failure, and which lever would you pull first?

3. Which part of your business model would you make visible on a canvas first, because that is where the most uncertainty sits today?

How to use this worksheet: Print it out or fill it in digitally. Complete the fields during or right after the module - that turns theory into concrete action for your shop.