



Fill in the roles, highlight the active connections you want to build a marketplace interface for, draw more if needed ...

LONG TAILS (MARKETS)

CORE PRODUCT BUNDLE(S)

POTENTIAL EXTENSIONS (OR INTEGRATIONS)

Describe here what are the **core product/service bundles** you're going to offer to the core customer and, potentially, **ancillary product/service bundles** you want to offer to other customers

Describe here the directions of extension for the product/service bundles you identified on the left: **partnership programs, plug-ins, third party apps, templates, data sources, ...**

AGGREGATORS (PLATFORMS)

INFRASTRUCTURAL ELEMENTS

Describe here what are the **infrastructures** your strategy is going to **rely on** and that can potentially **provide as a further value proposition** (e.g. an API integration interface)

INFRASTRUCTURES