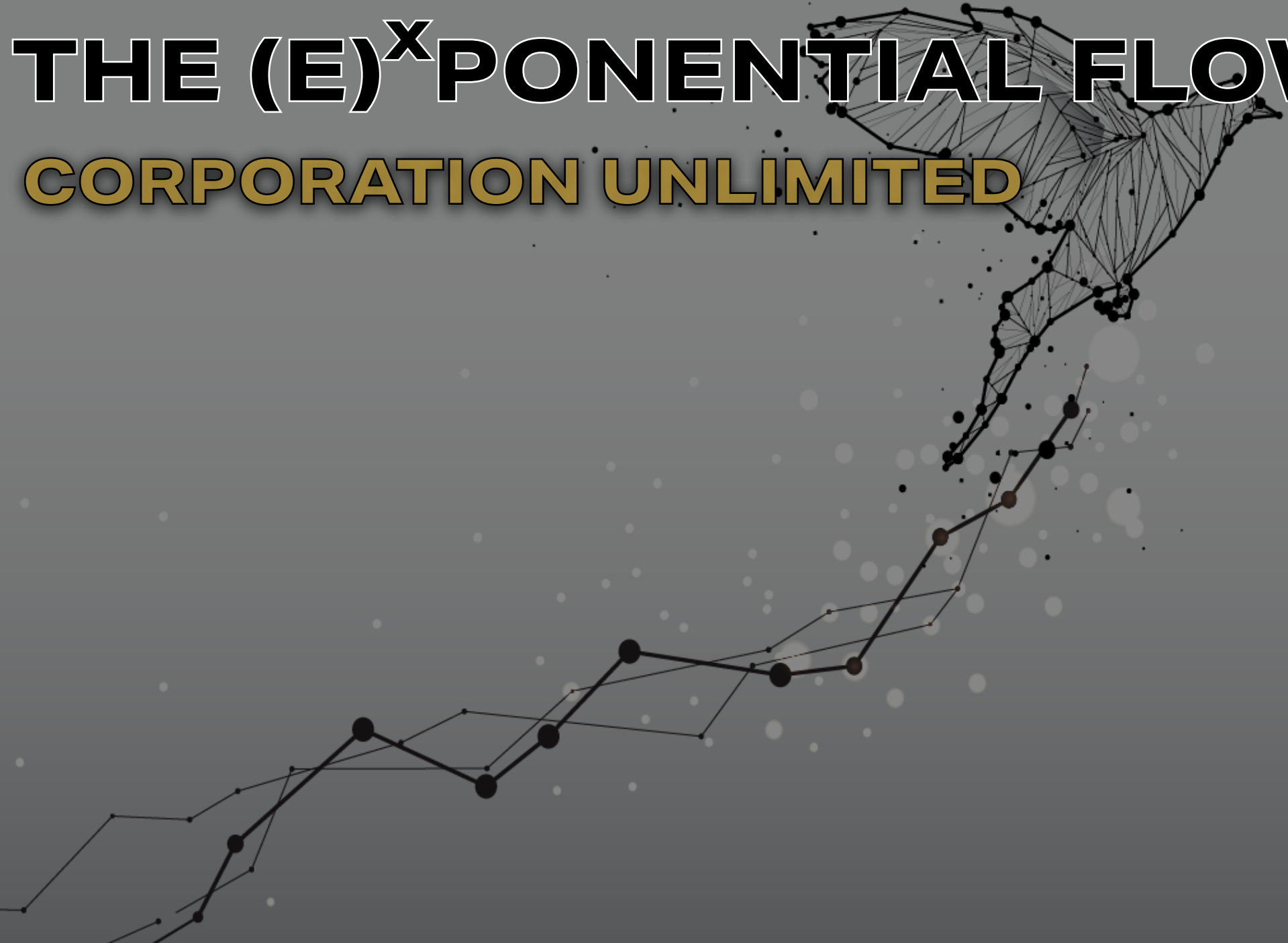




THE (E)^XPONENTIAL FLOW

CORPORATION UNLIMITED



LIMITED BY CAPACITY

NETFLIX
AMAZON
GOOGLE
ZAPPOS
APPLE

UNLIMITED

BUSINESS MODEL

IS AN INACCURATE
ASSUMPTION

DISALLOWS FLOW

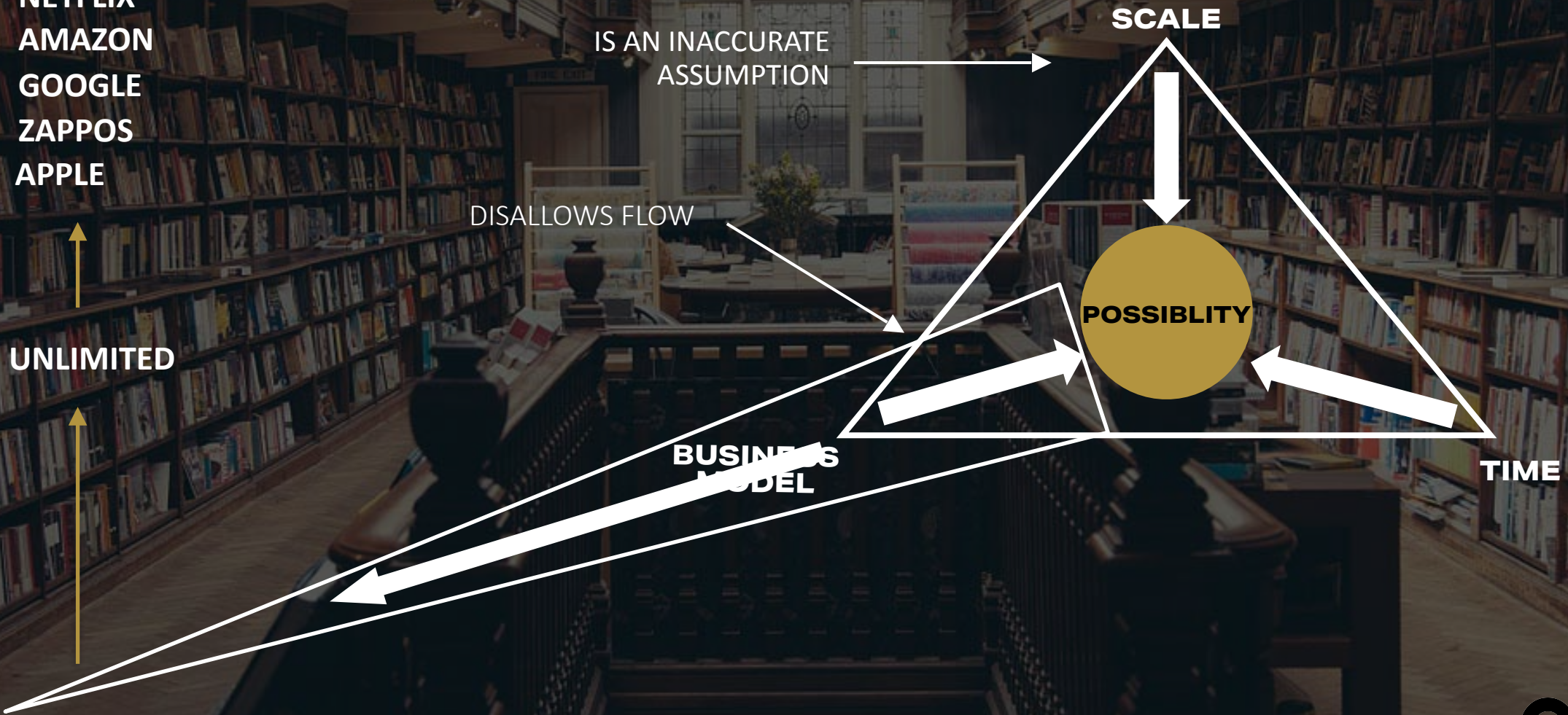
BUSINESS
MODEL

SCALE

POSSIBILITY

TIME

AMERICA AFRICA
ASIA AUSTRALASIA





NETFLIX



KEY PARTNERS



KEY ACTIVITIES



KEY RESOURCES



CONTENT

ALGORITHM

VALUE PROPOSITION



PRICE

ACCESS

CONTENT

CUSTOMER RELATIONSHIP



SELF SERVICE

CHANNELS

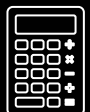


NETFLIX.COM

CUSTOMER SEGMENTS



MASS MARKET



COST STRUCTURE

SUBSCRIBE

REVENUE STRUCTURE



*BUSINESS MODEL IS NOT COMPLETE



KEY PARTNERS



AMAZON

BRANDS

LOGISTICS

KEY ACTIVITIES



INSIGHTS

KEY RESOURCES



CULTURE

VALUE PROPOSITION



SELECTION

CUSTOMER JOY

CUSTOMER RELATIONSHIP



LOVE brand

CHANNELS

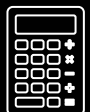


ZAPPOS.COM

CUSTOMER SEGMENTS



MASS MARKET

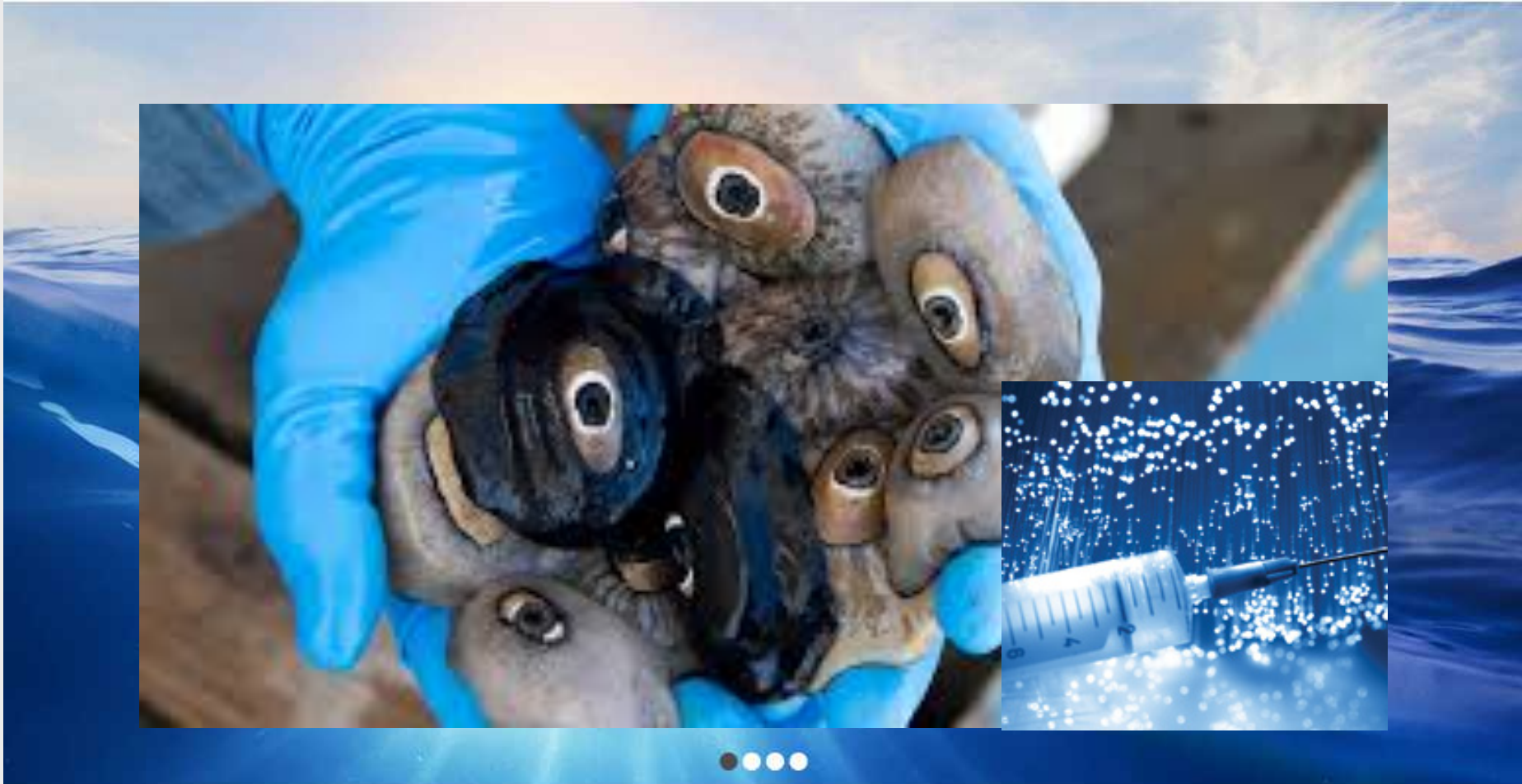


COST STRUCTURE

REVENUE STRUCTURE



*BUSINESS MODEL IS NOT COMPLETE



What is KLH?

Keystone Immune

Our Success Starts with KLH

Stellar Biotechnologies, Inc. is the



EXPONENTIAL CANVAS STELLAR*

KEY PARTNERS



PARTNERS

KEY ACTIVITIES



KEY RESOURCES



SNAILS

VALUE PROPOSITION



CUSTOMER RELATIONSHIP



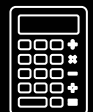
**SHARE
MAX**

CUSTOMER SEGMENTS



**MASS
MARKET**

CHANNELS



**COST
STRUCTURE**

**REVENUE
STRUCTURE**



*BUSINESS MODEL IS NOT COMPLETE

 **amazon.com**
and you're done.™

C SCHOOL **EXPONENTIAL CANVAS AMAZON***

KEY PARTNERS



SELLERS

KEY ACTIVITIES



LOGISTICS

KEY RESOURCES



ALGORITHM

VALUE PROPOSITION



EASE

CUSTOMER RELATIONSHIP



LOYALTY

CUSTOMER SEGMENTS

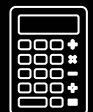


MASS MARKET

CHANNELS



AMAZON.COM



COST STRUCTURE

SELLER DETERMINED

AUTOMATED

REVENUE STRUCTURE



*BUSINESS MODEL IS NOT COMPLETE

/dɪˈzʌɪn/

a plan or drawing produced to show the look and function or workings of a building, garment, or other object before it is made.

/,ɛkspəˈnɛnʃ(ə)l/

(of an increase) becoming more and more rapid.

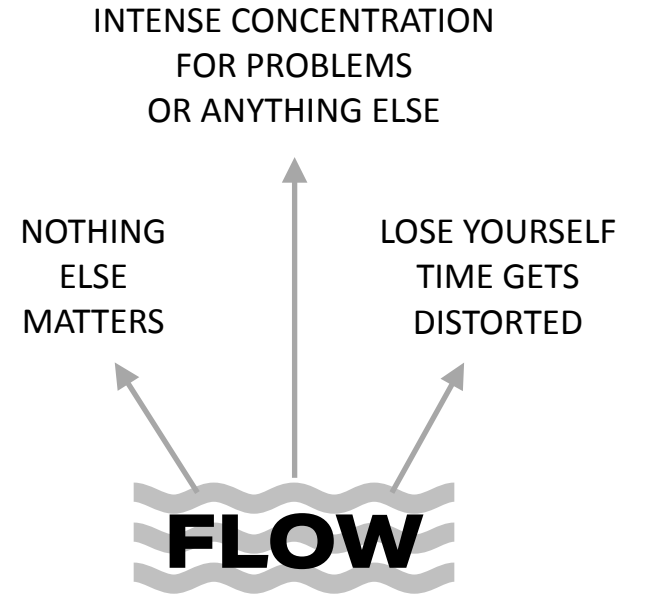
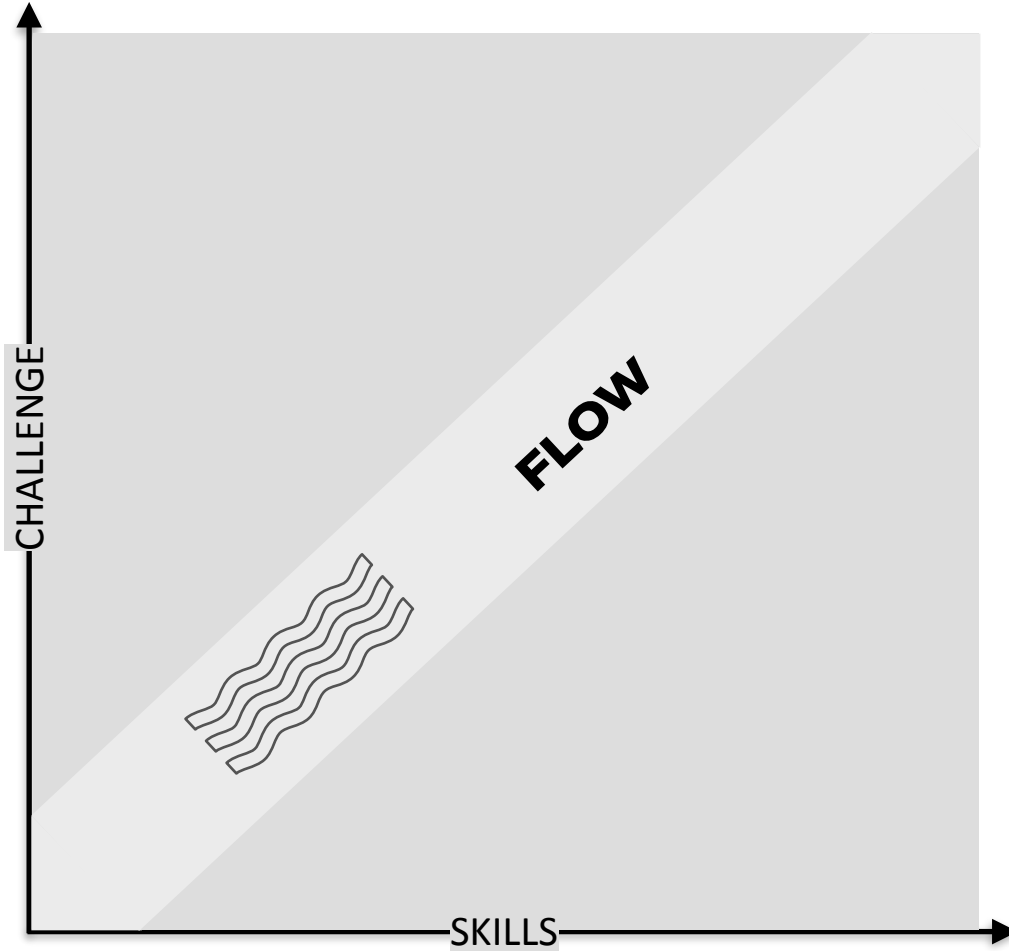
of or expressed by a mathematical exponent.

/'bɪznəs/

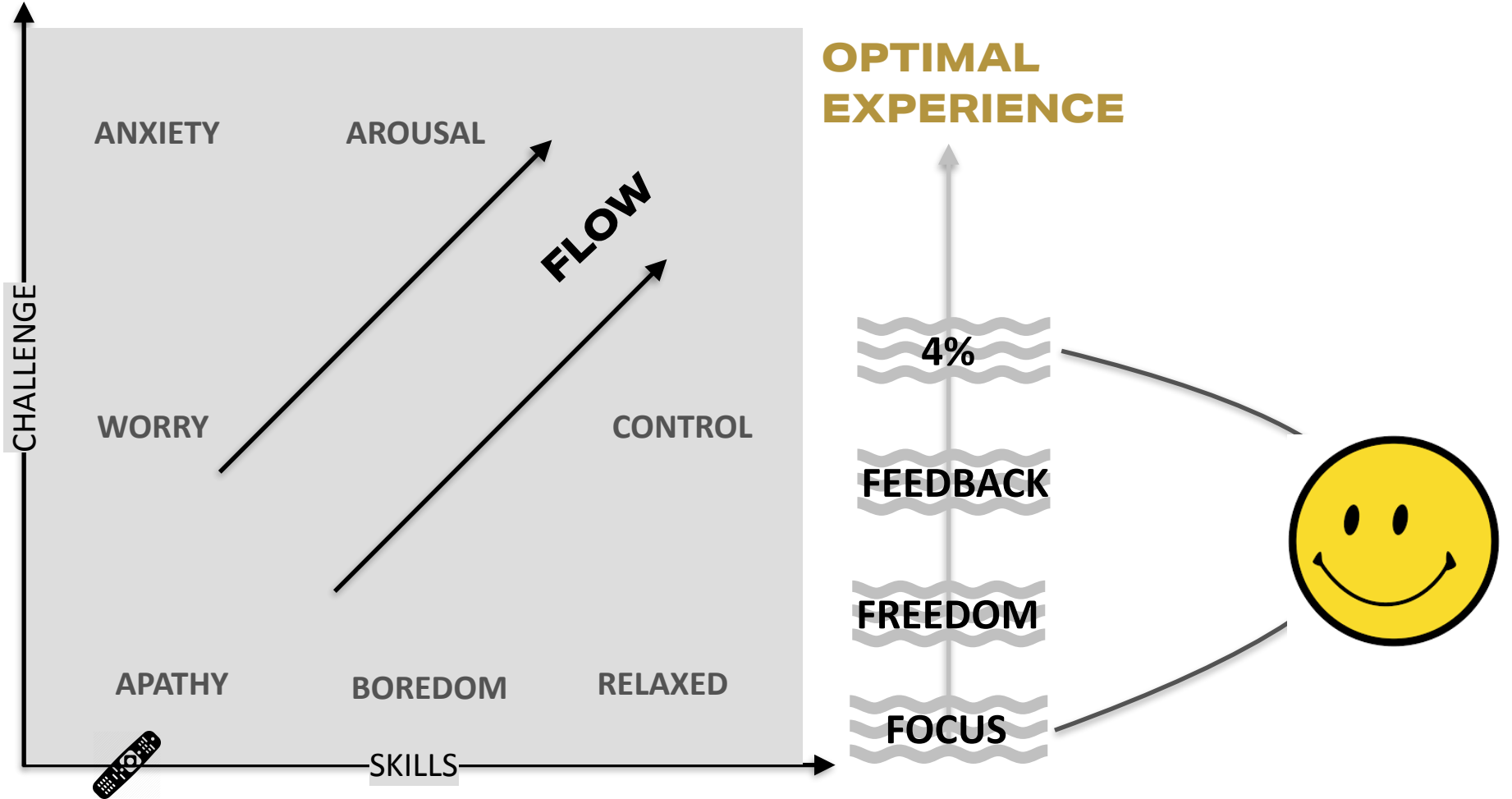
a commercial operation or company.

/dɪˈzʌɪn/ ɛkspəˈnɛnʃ(ə)l/ bɪznəs/

A PLAN TO PRODUCE MATHEMATICALLY RAPID COMMERCIAL GROWTH



FLOW





1. MASSIVE TRANSFORMATION PURPOSE



MONEY
CHANGE
DIFFERENT

HOW CAN I CHANGE
REALITY ITSELF





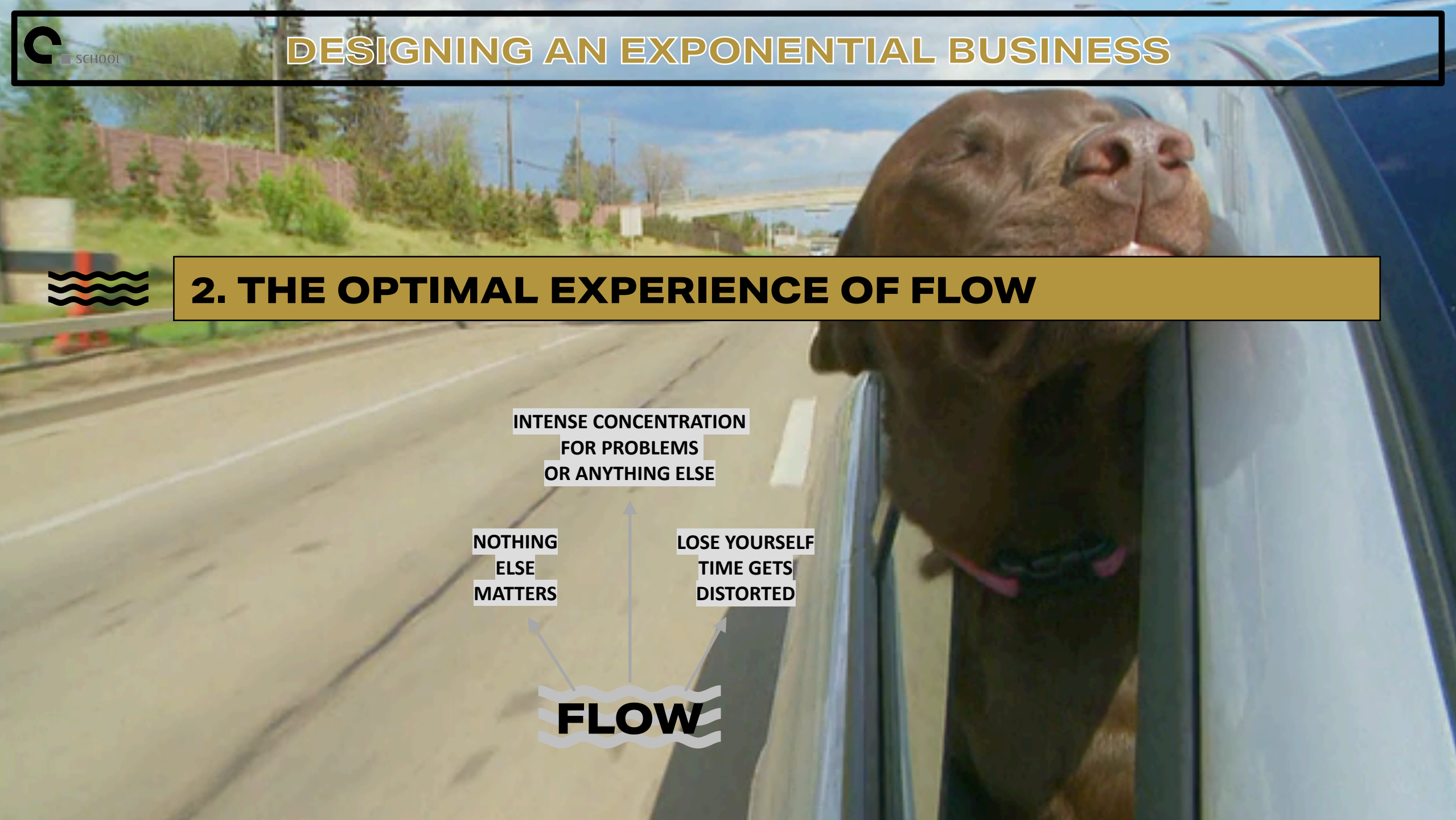
2. THE OPTIMAL EXPERIENCE OF FLOW

INTENSE CONCENTRATION
FOR PROBLEMS
OR ANYTHING ELSE

NOTHING
ELSE
MATTERS

LOSE YOURSELF
TIME GETS
DISTORTED

FLOW





3. THE MASS MINDSET

ARE YOU DESIGNED FOR EXPONENTIAL

CAPACITY?

CAN YOUR BUSINESS MODEL HANDLE THE MASS
BEFORE IT ATTEMPTS TO ATTRACT IT?



4. THE COMMUNITY EFFECT

NOVELTY

UTILITY



5. YOUR CORE UNIQUE FLOW

WALMART

SUPPLY

AMAZON

LOGISTICS

MCDONALDS

REAL ESTATE

ZAPPOS

CULTURE

APPLE

DESIGN



6. ITS THE PROCESS, NOT SIZE

SCALEABLE PROCESSES: PROCESS SCALES. NOT SIZE. NOT SALES. NOT BANDWIDTH.

E.G. UBER | NETFLIX | SOUTHWEST



7. LEAN THINKING

WHICH ACTIONS KEEPS US FREE FROM INVESTING BANDWIDTH IN ANYTHING OTHER THAN OUR CORE UNQIUE FLOW?



8. HOLACRACY CULTURE

ARE WE TRAINING THE SYSTEM TO BE SELFISH OR TRANSFORMATIVE (FLOW)





9. PARTNERSHIPS AND COLLABORATIONS

THE LEVERAGE IS THE ECOSYSTEM

EXPONENTIAL CANVAS

1

MASSIVE TRANSFORMATION PURPOSE

KEY PARTNERS



9

PARTNERSHIPS AND COLLABORATION

KEY ACTIVITIES



6

SCALEABLE PROCESSES

KEY RESOURCES



8

HOLOCRACY CULTURE

VALUE PROPOSITION



5

YOUR UNIQUE FLOW

CUSTOMER RELATIONSHIP



4

COMMUNITY EFFECT

CHANNELS



9

CUSTOMER SEGMENTS



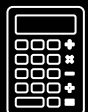
3

THE MASS MINDSET

7

LEAN THINKING

2



COST STRUCTURE

REVENUE STRUCTURE



THE OPTIMAL FLOW STATE



WALMART EXPONENTIAL CANVAS

\$515 BILLION

1

MASSIVE TRANSFORMATION PURPOSE
GIVE ORDINARY PEOPLE A MEANS
TO BUY THE SAME THINGS AS RICH PEOPLE

KEY PARTNERS

SUPPLIERS

9

PARTNERSHIPS
AND
COLLABORATION

KEY ACTIVITIES

DISTRIBUTION
CENTRES

6

SCALEABLE PROCESSES

KEY RESOURCES

AUTHORITY
AT THE
FRONTLINE

8

HOLOCRACY
CULTURE

VALUE PROPOSITION

PRODUCT
ACQUISITION
+ DISTRIBUTION

5

YOUR
UNIQUE
FLOW

CUSTOMER RELATIONSHIP

PRICE
ACCESS
ASSORTMENT
EXPERIENCE

COMMUNITY EFFECT

CHANNELS



9

STORES

CUSTOMER SEGMENTS



3

THE
MASS
MINDSET

VOLUME
STRATEGY

7

LEAN THINKING

FINANCIAL LIBERATION
EVERY DAY LOW PRICE

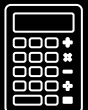
2

NOTHING ELSE MATTERS

REVENUE
STRUCTURE



THE OPTIMAL FLOW STATE



COST
STRUCTURE

” THE (E)^XPONENTIAL FLOW
CORPORATION UNLIMITED

