

Brand Identity + BMC Inputs Form

Complete before your session. Transfer to consultancydd.com/tools/blueprint/

Business name:

Your name:

1 Preferred Colours & Visual Style

Describe your brand visuals, colours, or reference a brand you like

2 Brand Tone — 3 Words

Choose words that are specific, not generic

e.g. Reliable, Direct, Local — or more specific: "First-call-back, Zero-paperwork-chase, On-site-early"

3 Main Message for NQ Clients

Under 20 words. Include: location, licence status, client type

4 Logo Status

Calibrates the Visual Direction output

☐ Professionally designed ☐ Basic or DIY ☐ No logo yet

5 Years in Operation

☐ Under 2 years ☐ 2–5 years ☐ 5–10 years ☐ 10–20 years ☐ 20+ years

6 Primary Service Categories (up to 5)

Use exact procurement search terms

7 Awards, Memberships & Recognition

8 Notable Projects

Name · Scope · Client · Year · Include dollar value if known

→ Complete the Business Model Canvas template on Page 2, then transfer to the online tool

Business Model Canvas — Page 2

For each block: note what you currently HAVE, then what you want to BUILD.

Customer Segments Who pays you? Client types, tier, sector, location.

HAVE:

WANT:

Value Propositions Why choose you? QBCC, NQ presence, reliability,

HAVE:

WANT:

Channels How they find you. LinkedIn, GBP, portals, referrals.

HAVE:

WANT:

Customer Relationships How you maintain clients. Panels, repeat

HAVE:

WANT:

Cost Structure Labour, plant, fuel, insurances, overhead, business development

HAVE:

Revenue Streams How income flows. Contracts, hire, maintenance,

HAVE:

WANT:

Key Resources Plant, people, licences, systems, documentation.

HAVE:

WANT:

Key Activities Delivery, tendering, compliance, prequalification.

HAVE:

WANT:

Key Partners Head contractors, subs, suppliers, CDD, CCIQ.

HAVE:

WANT:

■ Transfer your answers to consultancydd.com/tools/blueprint/

Brand inputs on Page 1 drive all 5 prompts. BMC answers improve Prompt 2 and Prompt 3 quality.