

# Strategy Steps Canvas

	NEXT:	THEN:	FINALLY:
<b>WHAT</b>	What products, features, or services will you offer at this step?		
<b>WHO</b>	Which target customer will adopt your offering at this step?		
<b>WHAT NOT</b>	What are you saying no to in this strategy, or deferring at least for this step?		
<b>CORE COMPLEXITY</b>	What do you need to learn about the market, technology, & organization?		
<b>IMPACT FLYWHEEL</b>	How will each step create more and more impact towards your purpose?		
<b>ECONOMIC FLYWHEEL</b>	How will each step prepare you economically for the next?		

## NETFLIX

	NEXT: DVD Subscriptions	THEN: Streaming Subscriptions	FINALLY: In-house Production
<b>WHAT</b>	Subscription service offering a large selection of DVDs sent by mail with no late fees. Get a new DVD when you return the old one.	Stream movies and TV on demand through a browser or app, personalized by subscriber's viewing habits.	Netflix is the new standard for film + TV. Produce and stream original movies, series, and specials globally through a Netflix-branded experience.
<b>WHO</b>	U.S. based movie renters who are tired of late fees and limited availability at their local Blockbuster.	Broadband users, prefer the convenience of streaming to DVD by mail.	Anywhere in the world, if you've got the internet, you've got Netflix on your device.
<b>WHAT NOT</b>	Online streaming—the NET in Netflix means internet, but it also means "Not Yet" for strategy step !!	Original content production	User generated content
<b>CORE COMPLEXITY</b>	Is the no-fee pain relief and larger selection enough to overcome the "spur of the moment" availability of local video rental stores?	Can we stream commercially available film and TV at a sufficient quality to make the experience rival that of watching a DVD?	Can we produce and license content at a cost that makes a viable, thriving subscription based business?
<b>IMPACT FLYWHEEL</b>	How will each step create more and more impact towards your purpose? Even at step one, movie watchers get more convenience and choice in their at-home viewing. At each successive step, consumers get more variety, more personalized to their preferences, at a marginal, predictable cost.		
<b>ECONOMIC FLYWHEEL</b>	How will each step prepare you economically for the next? Each step attracts more subscribers, providing the financial capital to increase selection, reduce delivery costs, and learn how to personalize recommendations more effectively, which attracts more subscribers while costs come down through economies of scale and a better understanding of viewer preferences.		