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| <p>OPPORTUNITY “PAIN IN THE MARKETPLACE” List the top 1-3 problems your business idea will attempt to solve.</p> <p>EXISTING ALTERNATIVES List how these problems are solved today.</p> | <p>SOLUTION Outline a possible solution for each problem</p> | <p>UNIQUE VALUE PROPOSITION Single, clear, compelling message that states why you are different and worth paying attention to.</p> | <p>UNFAIR ADVANTAGE Something that cannot easily be bought or copied.</p> | <p>CUSTOMER SEGMENTS List your target customers and users</p> <p>EARLY ADOPTERS List the characteristics of your ideal customers.</p> |
| <p>KEY METRICS List the key numbers that tell you how your business is doing.</p> | | <p>CHANNELS List your path to customers (inbound or outbound).</p> | | |
| <p>COST STRUCTURE List your fixed and variable costs.</p> | | | <p>REVENUE STREAMS List your sources of revenue</p> | |