

## PROBLEM

List your top 1-3 problems.

## SOLUTION

Outline a possible solution for each problem.

## UNIQUE VALUE PROPOSITION

Single, clear, compelling message that states why you are different and worth paying attention.

## UNFAIR ADVANTAGE

Something that cannot easily be bought or copied.

## CUSTOMER SEGMENTS

List your target customers and users.

## KEY METRICS

List the key numbers that tell you how your business is doing.

## CHANNELS

List your path to customers (inbound or outbound).

## EXISTING ALTERNATIVES

List how these problems are solved today.

## HIGH-LEVEL CONCEPT

List your X for Y analogy e.g. YouTube = Flickr for videos.

## EARLY ADOPTERS

List the characteristics of your ideal customers.

## COST STRUCTURE

List your fixed and variable costs.

## REVENUE STREAMS

List your sources of revenue.