

DATE:

<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>COST STRUCTURE List your fixed and variable costs.</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>REVENUE STREAMS List your sources of revenue</p>		