

Business Name:

PROBLEM List your top 3 customer problems	SOLUTION Outline a possible solution for each problem	UNIQUE VALUE PROPOSITION Single, clear, compelling message that turns an unaware visitor into an interested prospect.	UNFAIR ADVANTAGE Something that cannot be easily copied or bought	CUSTOMER SEGMENTS List your target customers and users
EXISTING ALTERNATIVES List how these problems are solved today	KEY METRICS List the key numbers that tell you how the business is doing	HIGH-LEVEL CONCEPT List your X for Y analogy (eg. YouTube = Flickr for videos)	CHANNELS List your path to customers	EARLY ADOPTERS List the characteristics of your ideal customer
COST STRUCTURE List your fixed and variable costs			REVENUE STREAMS List your sources of revenue	

