

<p>PROBLEM</p> <p>List your top 1-3 problems</p>	<p>SOLUTION</p> <p>List your top 3 features</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>Single, clear compelling message that states why you are different and worth buying</p>	<p>UNFAIR ADVANTAGE</p> <p>Can't be easily copied or bought</p>	<p>CUSTOMER SEGMENTS</p> <p>Target Customers</p>
	<p>KEY METRICS</p> <p>Key activities you measure</p>		<p>CHANNELS</p> <p>Path to customers</p>	
<p>COST STRUCTURE</p> <p>Customer Acquisition Costs, Distribution Costs, hosting people, etc.</p>			<p>REVENUE STREAMS</p> <p>Revenue Model, Life Time Value, Revenue, Gross Margin</p>	