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| PROBLEMList your top 1-3 problems | SOLUTIONList your top 3 features | UNIQUE VALUEPROPOSITIONSingle, clear compelling message that states why you are different and worth buying | UNFAIRADVANTAGECan’t be easily copied or bought | CUSTOMER SEGMENTSTarget Customers |
| KEY RESOURCESWhat are your key resources? | CHANNELSPath to customers |
| COST STRUCTURECustomer Acquisition Costs, Distribution Costs, hosting people, etc. | REVENUE STREAMSRevenue Model, Life Time Value, Revenue, Gross Margin |

