

## PROBLEM

List your customer's top 3 problems

## EXISTING ALTERNATIVES

List how these problems are solved today

## SOLUTION

Outline a possible solution for the problem

## UNIQUE VALUE PROPOSITION

Single, clear, compelling message that turns an unaware person into an interested prospect

## UNFAIR ADVANTAGE

Something that can not be easily copied or bought

## CUSTOMER SEGMENTS

List your target customers and users

## KEY METRICS

List the key numbers that tell you how your project is doing. What are the measurables to track success and progress?

## HIGH-LEVEL CONCEPT

List your x for y analogy (e.g. GoFundMe for Missionaries)

## CHANNELS

List your path to customers

## EARLY ADOPTERS

List the characteristics of your ideal audience

## COST STRUCTURE

What are the expenses needed as an initial investment and ongoing?

## FINANCIAL SUSTAINABILITY

Will this venture be financially self sustaining? What is the plan to create and maintain financial sustainability?