












Problem List your customer's top 3 problems 	Solution Outline possible solutions for each problem 	Unique Value Proposition Single, clear, compelling message that turns an unaware visitor into an interested prospect 	Unfair Advantage Something that can not be easily copied or bought 	Customer Segments List your target customers and users (customers pay for your product) 
Existing Alternatives List how these problems are solved today 	Key Metrics List the key numbers that tell you how your business is doing 	High Level Concept List your X for Y analogy (e.g. Spotify: We are Netflix for music) 	Channels List how you acquire customers (inbound or outbound) 	Early Adopters List the characteristics of your ideal initial customers 
Cost Structure List your fixed and variable costs 			Revenue Streams List your sources of revenue 