

PROBLEM List your top 1-3 problems.	SOLUTION Outline a possible solution for each problem.	UNIQUE VALUE PROPOSITION Single, clear, compelling message that states why you are different and worth paying attention.	UNFAIR ADVANTAGE Something that cannot easily be bought or copied.	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 your business is doing.	HIGH-LEVEL CONCEPT List your X for Y analogy e.g. YouTube = Flickr for videos.	CHANNELS List your path to customers (inbound or outbound).	EARLY ADOPTERS List the characteristics of your ideal customers.
COST STRUCTURE List your fixed and variable costs.	REVENUE STREAMS List your sources of revenue.			