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

