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| **PROBLEM** | **SOLUTION** | **UNIQUE VALUE PROPOSITION** | | | | **MARKET ADVANTAGE** | **CUSTOMER SEGMENTS** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| List the top 3 challenges or problems customers are facing | Outline possible solutions for each problem. | Single, clear, compelling message that states why you are different and worth paying attention to.  What are you delivering to customers that will make a positive impact on their lives? | | | | Unique set of strengths that cannot easily be bought or copied. | List your target customers and users.  Have you conducted a [market/fit analysis](https://www.ignitec.com/insights/free-product-market-fit-template-to-ensure-youre-meeting-customer-needs/)? |
|  | **KEY METRICS & MILESTONES** |  | | | | **CHANNELS** |  |
|  | List the key numbers that tell you how your business is doing.  Which activities will you track (e.g. sales, successful testing, conversion) and how will you measure your goals? |  | | | | List your path to customers (inbound or outbound).  Which are the most cost effective? |  |
| **EXISTING ALTERNATIVES** |  | **KEY RESOURCES** | | | |  | **EARLY ADOPTERS** |
| List how these problems are solved today |  | What resources will you need to be successful? Include a list of partnerships, employees, distributors, or suppliers | | | |  | List the characteristics of your ideal customers. |
| **COST STRUCTURE**  List your fixed and variable costs.  Estimate the costs of running a business (e.g. rent, employees, online expenses, travel etc) for an idea of how many customers you’ll need annually. | | | | **REVENUE STREAMS**  List your sources of revenue.  What is a single customer’s annual worth estimated at? | | | |
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