



<p><b>Problem</b> <b>Top 3 Problems</b></p> <p>What is the crucial problem faced by your consumers? Capture their central frustration.</p> <p><b>Existing Alternatives</b></p> <p>Define one clear, direct competitor. Consider the other ways consumers can address their problems and "get their job done". What products or services exist as alternatives to what you're offering?</p>	<p><b>Your Solution</b> <b>Top 3 solutions</b></p> <p>How does your product fit in to the bigger picture; where does it fall in the grand scheme of things?</p>	<p><b>Unique Value Prop</b> <b>A clear &amp; Compelling Msg</b></p> <p>This message should explain what you do, how you are different, and why you are worth investing in. What is your promise to consumers? Zero in on the heart of your service and highlight what stands out about the product or service you provide.</p> <p><b>High Level Concept</b></p>	<p><b>Unfair Advantage</b> <b>Your Differentiator</b></p> <p>How does your product fit in to the bigger picture; where does it fall in the grand scheme of things?</p>	<p><b>Customer Segments</b> <b>Target Customers</b></p> <p>How does your product fit in to the bigger picture; where does it fall in the grand scheme of things?</p>
	<p><b>Key Metrics</b> <b>Key Activities you Measure</b></p> <p>How does your product fit in to the bigger picture; where does it fall in the grand scheme of things?</p>	<p>How does your product fit in to the bigger picture; where does it fall in the grand scheme of things?</p>	<p><b>Channels</b> <b>Path to customers</b></p> <p>How does your product fit in to the bigger picture; where does it fall in the grand scheme of things?</p>	
<p><b>Cost Structure</b> <b>Customer Aquisition Costs, Distribution Costs, Hosting, People</b></p> <p>What will it cost to launch and maintain your business? Consider each stage of your start-up from creating a website and acquiring users, to hiring employees and producing goods, to marketing products and getting them to consumers.</p>		<p><b>Revenue Streams</b> <b>Revenue Model, Lifetime Value, Gross Margin, etc.</b></p> <p>What monetary sources will fuel your company? How will you generate income? Present a pricing model for your product or service, and then highlight other sources of revenue—ad sales, subscription fees, or asset sales.</p>		