

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
	KEY METRICS List the key numbers that tell you how your business is doing		CHANNELS List your path to customers (inbound or outbound)	
EXISTING ALTERNATIVES List how these problems are solved today		HIGH-LEVEL CONCEPT List your X for Y analogy e.g. YouTube = Flickr for Videos		EARLY ADOPTERS List the characteristics of your ideal customer
COST STRUCTURE List your fixed and variable costs			REVENUE STREAMS List your sources of revenue	