Problem List customer's top 3 problems Type Answer Here	Solution Type Answer Here	Unique Value Prop Single, clear, compelling message that turns an unaware visitor into an interested prospect. Type Answer Here	Unfair Advantage Something that can not be easily copies or bought Type Answer Here	Customer Segments List your target customers and users Type Answer Here
Existing Alternative List how these problems are solved today Type Answer Here	Key Metrics List the key numbers that tell you how your business is doing Type Answer Here	High-Level Concept Explain your idea in simple terms (think X for Y i.e. YouTube for X) Type Answer Here	Channels List your path to customers Type Answer Here	Early Adopters List the characteristics of your ideal customer Type Answer Here
Cost Structure List your fixed and variable costs Type Answer Here		Revenue Streams List your sources of revenue Type Answer Here		