

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