

Name:

Created by:

Date/version:

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
Existing Alternatives	Key metrics	High-Level Concept	Channels	Early Adopters
Cost Structure		Revenue Streams		



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<div>Problem</div> <div>Top 3 problem</div> <div>What are the key / crucial problems faced by your customers? Include their frustrations.</div>	<div>Solution</div> <div>Top 3 solutions</div> <div>How will you provide solutions to your customers? What are the key attributes of your service and what will make it the best solution to solve your customers problems</div> <div>Key metrics</div> <div>KPI's</div> <div>What will you track and how will track the engagement / usage of your product?</div>	<div>Unique Value Proposition</div> <div>Your compelling message</div> <div>A clear message showing what you do, how and why are you worth people's time. Promise? Heart of your message – make it stand out.</div> <div>High-Level Concept</div> <div>How does your new product/service fit into the bigger picture? Where does it fit into the grand scheme of things?</div>	<div>Unfair Advantage</div> <div>Your Differentiator</div> <div>How do you stand out from competitors? Why are you different from the rest and can not be easily copied?</div> <div>Channels</div> <div>Path to Customers</div> <div>How are you going to reach your customer segments with a focus on learning. Print, Social media, events, word of mouth etc</div>	<div>Customer Segments</div> <div>Who are you going to help? User 3 to 4 personas to envision how you will solve their issues.</div> <div>Early Adopters</div> <div>Define the specific characteristics of any early adopters.</div>
<div>Cost Structure</div> <div>Customer acquisition costs, distribution costs, hosting, people etc</div>		<div>Revenue Streams</div> <div>Revenue model, life time value, revenue, gross margin</div>		

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<div>Name:</div> <div></div>	<div>Demographics (who they are)</div> <div>Gender:</div> <div>Age:</div> <div>Location:</div> <div>Income:</div> <div>Marital Status:</div>	<div>Describe your Persona:</div>	<div>Pains &amp; Frustrations:</div>	<div>Goals &amp; Desires</div>
<div>Psychographics (what they do)</div> <div>Social Media Groups:</div> <div>Publications:</div> <div>Associations:</div> <div>Brands:</div> <div>Experts (Guru's):</div> <div>Tools (Software):</div> <div>Activities:</div> <div>Opinions, Behaviours:</div>			<div>Fears &amp; Implications</div>	<div>Dreams &amp; Aspirations</div>