

<p>PROBLEM Top 3 Problems</p> <p style="text-align: right;">1</p>	<p>SOLUTION Top 3 Solutions</p> <p style="text-align: right;">3</p>	<p>UNIQUE VALUE PROPOSITION Single, clear, compelling message that states why you are different and worth buying</p> <p style="text-align: right;">2</p>	<p>UNFAIR ADVANTAGE Can't easily be copied or bought</p> <p style="text-align: right;">7</p>	<p>CUSTOMER SEGMENTS Target customers</p> <p style="text-align: right;">1</p>
<p>KEY METRICS Key activities to measure</p> <p style="text-align: right;">6</p>		<p>CHANNELS Path to customers</p> <p style="text-align: right;">4</p>		
<p>COST STRUCTURE Customer acquisition costs Distribution costs Hosting Staffing, etc.</p> <p style="text-align: right;">5</p>			<p>REVENUE STREAMS Revenue Model Lifetime Value Revenue Gross Margin</p> <p style="text-align: right;">5</p>	

Project

Iteration

Date