

Company/Idea Name:Date:Prepared by:




<p><b>2.1 Problems</b> List your Customers Top 3 problems</p>	<p><b>4. Solutions</b> Outline top 3 Solution for each given problem statement</p>	<p><b>5.1 Unique Value Proposition</b> Single Clear Compelling message that turns an unaware visitor into interested prospect</p>	<p><b>9. Unfair Advantage</b> Something at cannot be easily copied or bought</p>	<p><b>1.1 Customer Segments(who do you help?)</b> For whom are you creating value? Who are your most important customers?</p>
<p><b>2.2 Existing Alternatives</b> List how these problems are taken care with your business presently</p>	<p><b>7. Key metrics</b> List of key numbers, which tells you how your business is doing</p>	<p><b>5.2 High Level Concept</b> List your X for Y analogy (example to relate your product with existing similar present in the market but in different focus area for (Example – Youtube – flicker for videos or TechMachineryandmore – Flipkart for Machinery)</p>	<p><b>6. Channels (How do you reach customers?)</b> Through which Channels do your Customer Segments want to be reached? How you are reaching them now? How are your Channels integrated? Which is the best channel? Which channelis cost effective? How you are integrating them with customer routines?</p>	<p><b>1.2 Early Adopters</b> List of Characteristics of Your Idea Customers</p>
<p><b>8. Cost Structure(What will it Cost?)</b> What are the most important costs inherent in your business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p>		<p><b>3. Revenue Streams(How much will you make?)</b> For what value are your customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p>		

Please Fill in sequential order