CUSTOMER

who needs your help or wants your solution?

INITIAL TARGET

what customer segment do you go after first?

PROBLEM

what problem are you solving for your customer?

ALTERNATIVES

how do customers currently address this problem?
who are your competitors?
in what other ways can this problem be solved?

VALUE PROPOSITION

what does your idea do for your customer?

what is unique about your solution that gives you a competitive advantage?

SOLUTION

"MINIMAL VIABLE PRODUCT"

what are the base features which will solve the problem and provide a benefit for your target market?

MARKETING

how will you get customers' attention?

how will you reach these customers?

DISTRIBUTION

how & where will customers buy your product?

TEAM

which skill sets & roles are crucial to your success?

MILESTONE/METRICS

what will you use to measure success?

MAKING MONEY

what are your revenue sources?
what is your pricing?
what revenue model are you using?

START UP FUNDS

HOW MUCH?

estimate the startup costs

FROM WHERE?

where will you get funds?

SPENDING MONEY

what will it cost to produce your product or service?
what will it cost to operate your business?