

CUSTOMER

who needs your help or wants your solution?

INITIAL TARGET

what customer segment do you go after first?

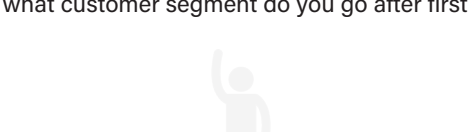
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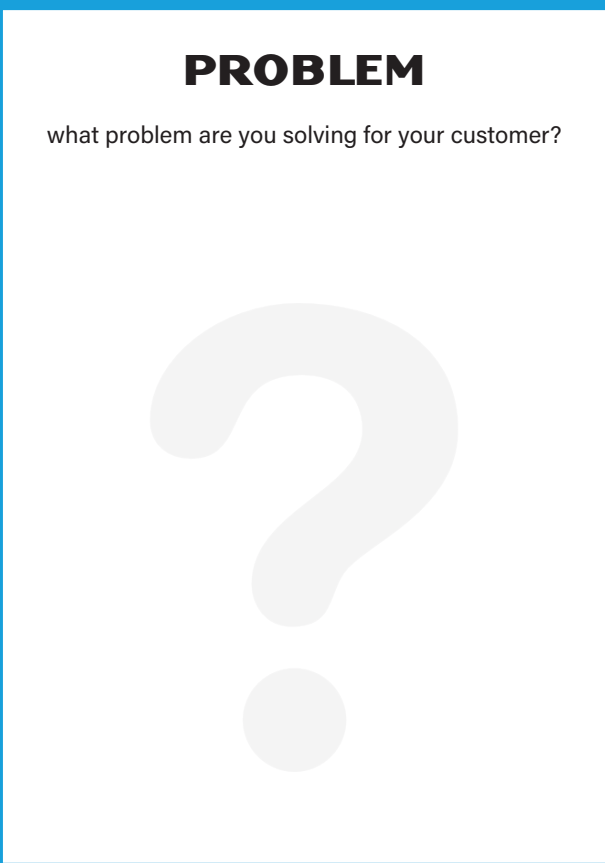
PROBLEM

what problem are you solving for your customer?



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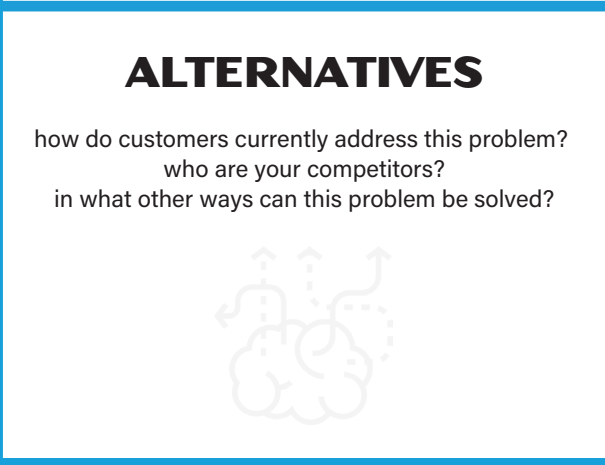
ALTERNATIVES

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



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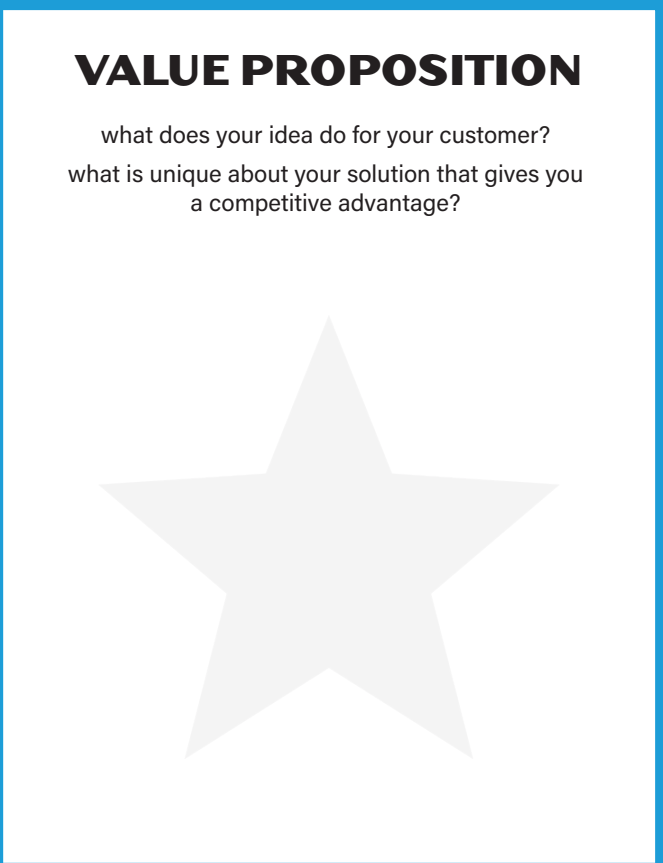
VALUE PROPOSITION

what does your idea do for your customer?
what is unique about your solution that gives you
a competitive advantage?

A large, light gray five-pointed star graphic is centered on the page. It is a simple, flat design with no internal details or shading. The star is positioned below the text and above the footer, serving as a visual separator or a placeholder for a logo.

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SOLUTION

"MINIMAL VIABLE PRODUCT"

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



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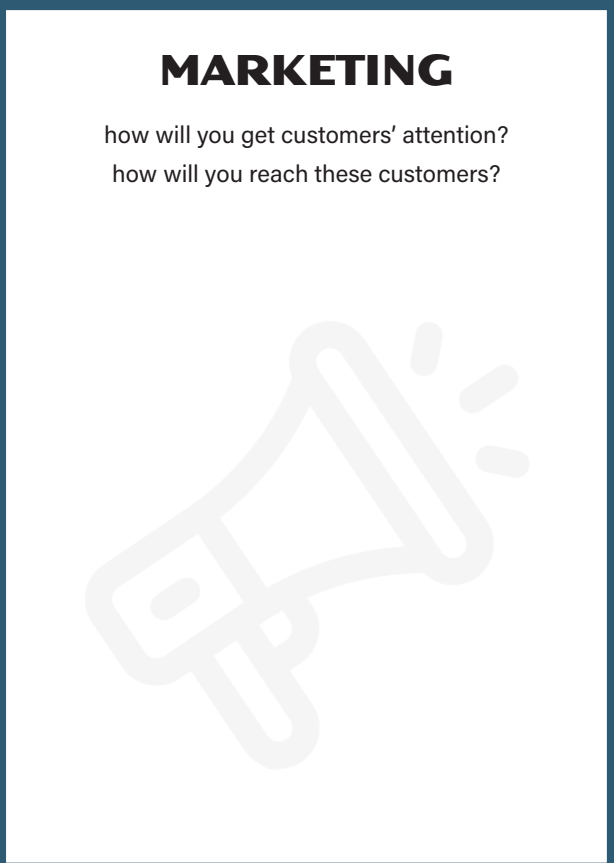
MARKETING

how will you get customers' attention?
how will you reach these customers?



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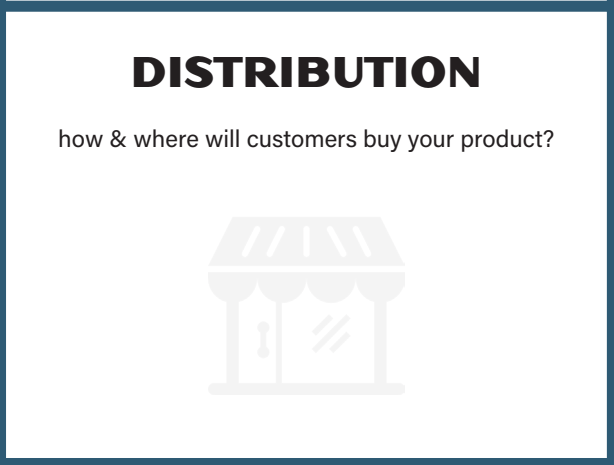
DISTRIBUTION

how & where will customers buy your product?

A light gray illustration of a storefront. It features a striped awning with five vertical stripes. Below the awning is a door with a handle and a window with diagonal lines. The entire illustration is centered on a white background.

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TEAM

which skill sets & roles are crucial
to your success?

A large, light gray oval containing three white, stylized human figures standing side-by-side. The figures are simple, with circular heads and rectangular bodies with rounded limbs. The central figure is slightly larger than the two flanking it.

TEAM

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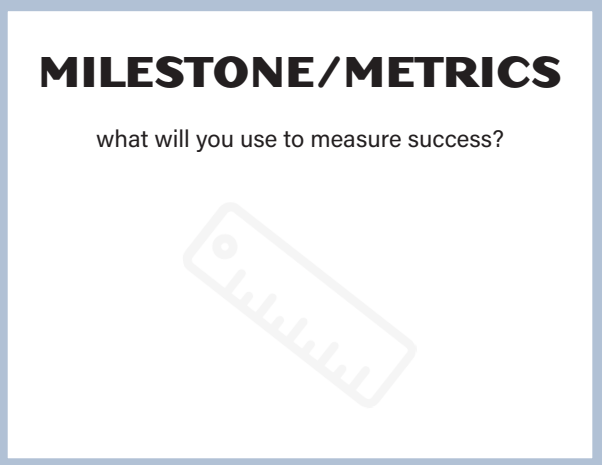
MILESTONE/METRICS

what will you use to measure success?



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MAKING MONEY

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



MAKING MONEY

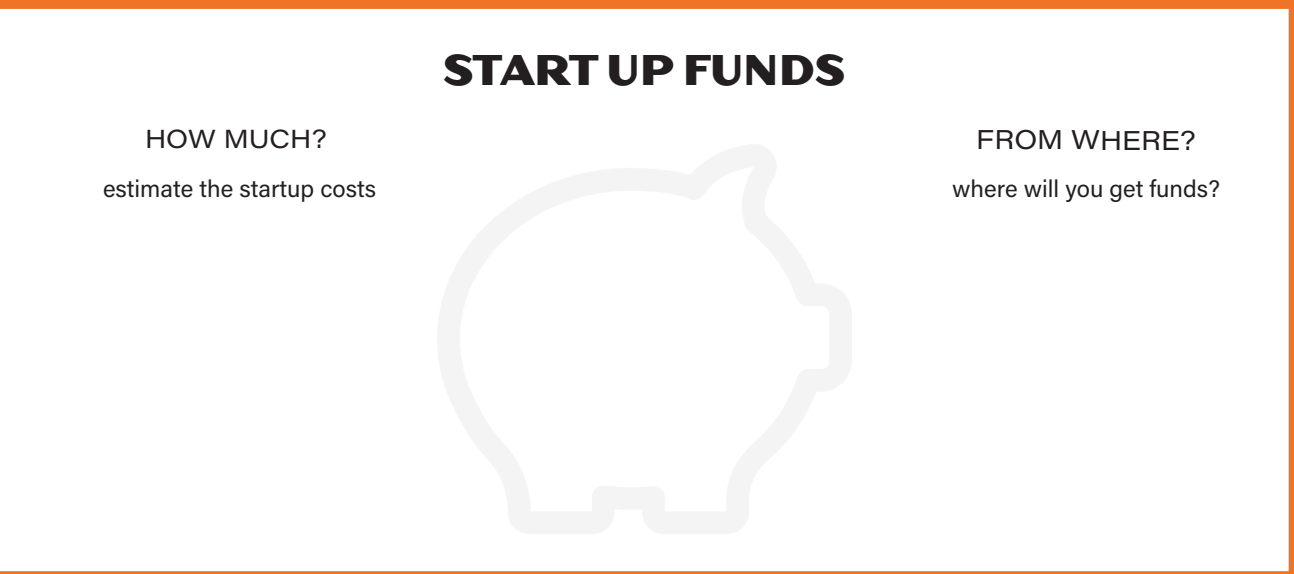
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```
graph TD; A[START UP FUNDS] --> B[HOW MUCH?]; A --> C[FROM WHERE?]; B --- D[estimate the startup costs]; C --- E[where will you get funds?]
```

The diagram illustrates the initial funding stage of a startup. It begins with a central box labeled "START UP FUNDS". This leads to two parallel considerations: "HOW MUCH?" which involves "estimate the startup costs", and "FROM WHERE?" which asks "where will you get funds?". A large piggy bank icon is positioned centrally below these two paths, symbolizing savings or investment.

The diagram illustrates the flow of startup funds. At the top, a large orange box labeled 'START UP FUNDS' is connected by a thick orange line to a central light blue box labeled 'START UP COSTS'. From the 'START UP COSTS' box, a thick orange line leads to a light blue box labeled 'HOW MUCH? estimate the startup costs'. Another thick orange line leads from the 'START UP COSTS' box to a light blue box labeled 'FROM WHERE? where will you get funds?'. A thick orange line also connects the 'FROM WHERE?' box back to the 'START UP FUNDS' box, completing the cycle.



The diagram illustrates the flow of startup funds. At the top, a large orange box labeled "START UP FUNDS" is connected by arrows to two smaller orange boxes: "HOW MUCH?" on the left and "FROM WHERE?" on the right. Below "HOW MUCH?" is a light blue box labeled "estimate the startup costs". Below "FROM WHERE?" is a light blue box labeled "where will you get funds?". In the center, a large, faint grey outline of a piggy bank is shown, with arrows pointing from the "FROM WHERE?" box to it and from it to the "HOW MUCH?" box, indicating the flow of funds from sources to costs.

SPENDING MONEY

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



SPENDING MONEY

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what will it cost to operate your business?

