

<p><b>OPPORTUNITY</b>  <b>“PAIN IN THE MARKETPLACE”</b>  List the top 1-3 problems your business idea will attempt to solve.</p> <p><b>EXISTING ALTERNATIVES</b>  List how these problems are solved today.</p>	<p><b>SOLUTION</b>  Outline a possible solution for each problem.</p>	<p><b>UNIQUE VALUE PROPOSITION</b>  Single, clear, compelling message which states why you are different and worth paying attention to.</p>	<p><b>UNFAIR ADVANTAGE</b>  Something which cannot easily be bought or copied.</p>	<p><b>CUSTOMER SEGMENTS</b>  List your target customers and users.</p> <p><b>EARLY ADOPTERS</b>  List the characteristics of your ideal customers.</p>
<p><b>KEY METRICS</b>  List the key numbers that tell you how your business is doing.</p>		<p><b>CHANNELS</b>  List your path to customers (inbound or outbound).</p>		
<p><b>COST STRUCTURE</b>  List your fixed and variable costs.</p>			<p><b>REVENUE STREAMS</b>  List your sources of revenue.</p>	