PROBLEM

List your top 1-3 problems.

Wall crawling robots are hard to defeat.

EXISTING ALTERNATIVES

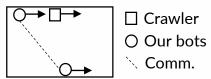
List how these problems are solved today.

Some robots guard corners to block wall crawlers.

SOLUTION

Outline a possible solution for each problem.

Robot finds crawler and communicates. Coordinated attack.



KEY METRICS

List the key numbers that tell you how your business is doing.

- Sales price after Sprint 1 above avg
- Number of groups expressed interest
- Number of emails/ slack messages

UNIQUE VALUE PROPOSITION

Single, clear, compelling message that states why you are different and worth paying attention.

Coordinated solution for tackling wall crawlers (2-4 robots)

HIGH-LEVEL CONCEPT

List your X for Y analogy e.g. YouTube = Flickr for videos.

UNFAIR ADVANTAGE

Something that cannot easily be bought or copied.

 Our domain expert has already built a sucessful melee bot

CUSTOMER SEGMENTS

List your target customers and users

Robot teams that have no strategy regarding walls yet.

CHANNELS

List your path to customers (inbound or outbound).

Inbound:

- Robot Market page
- Sales pitch
- Robot fair (lecture 3)
- Slack #robotmarket

EARLY ADOPTERS

List the characteristics of your ideal customers.

Groups that fear wall crawlers after reading up on subject.

COST STRUCTURE

List your fixed and variable costs.

Fixed deadlines.

Time budget of 80 hours per person. No paid overtime.

REVENUE STREAMS

List your sources of revenue.

Besoke customer after Sprint 1
(25% payment first, remainder after Sprint 3)
Additional sales through Robot Market after Sprint 3.

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