

<div><div>PROBLEM</div><div>List your top 1-3 problems.</div><div>Wall crawling robots are hard to defeat.</div></div> <div><div>EXISTING ALTERNATIVES</div><div>List how these problems are solved today.</div><div>Some robots guard corners to block wall crawlers.</div></div>	<div><div>SOLUTION</div><div>Outline a possible solution for each problem.</div><div>Robot finds crawler and communicates. Coordinated attack.</div><div><div><div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div></div><div><div></div><div></div></div><div><div></div><div></div></div></div><div><div>□ Crawler</div><div>○ Our bots</div><div>- - Comm.</div></div></div></div> <div><div>KEY METRICS</div><div>List the key numbers that tell you how your business is doing.</div><div><div>- Sales price after Sprint 1 above avg</div><div>- Number of groups expressed interest</div><div>- Number of emails/slack messages</div></div></div>	<div><div>UNIQUE VALUE PROPOSITION</div><div>Single, clear, compelling message that states why you are different and worth paying attention.</div><div>Coordinated solution for tackling wall crawlers (2-4 robots)</div><div><div>HIGH-LEVEL CONCEPT</div><div>List your X for Y analogy e.g. YouTube = Flickr for videos.</div></div></div>	<div><div>UNFAIR ADVANTAGE</div><div>Something that cannot easily be bought or copied.</div><div>- Our domain expert has already built a sucessful melee bot</div><div><div>CHANNELS</div><div>List your path to customers (inbound or outbound).</div><div><div>Inbound:</div><div><div>- Robot Market page</div><div>- Sales pitch</div></div><div>Outbound</div><div><div>- Robot fair (lecture 3)</div><div>- Slack #robotmarket</div></div></div></div></div>	<div><div>CUSTOMER SEGMENTS</div><div>List your target customers and users.</div><div>Robot teams that have no strategy regarding walls yet.</div><div><div>EARLY ADOPTERS</div><div>List the characteristics of your ideal customers.</div><div>Groups that fear wall crawlers after reading up on subject.</div></div></div>
<div><div>COST STRUCTURE</div><div>List your fixed and variable costs.</div><div><div>Fixed deadlines.</div><div>Time budget of 80 hours per person.</div><div>No paid overtime.</div></div></div>		<div><div>REVENUE STREAMS</div><div>List your sources of revenue.</div><div><div>Besoke customer after Sprint 1</div><div>(25% payment first, remainder after Sprint 3)</div><div>Additional sales through Robot Market after Sprint 3.</div></div></div>		

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