Designed for:

Startup Name

Designed by:

Name1, Name2, ...

Date:

DD/MM/YYYY

Version: X.Y

Problem



Solution



Unique Value Prop.



Unfair Advantage



Customer Segments



Top 3 problems

Top 3 features

Single, clear and compelling message that states why you are different and worth buying Can't be easily copied or bought

Target Customers

Existing Alternatives



Key Metrics



High-Level Concept



Channels



Early Adopters



List how these problems are solved today.

Key activities you measure

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

#

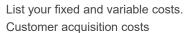


Path to customers

ideal customers.

List the characteristics of your

Cost Structure



Distribution costs

Hosting

People

Etc.

Revenue Streams





Revenue Model

Life Time Value

Revenue

Gross Margin

