

<div><div>Problems</div><div>What are the Key Problems you're trying to solve? What business problems are you trying to solve? What problems do users want solved?</div></div> <div><div>Not Solving</div><div>What are the problems out of scope?</div></div> <div><div>Risks</div><div>What are the Risks involved in this new venture?</div></div> <div><div>Competition</div><div>Who is the competition? What are some features of the competition?</div></div>	<div><div>Key Partners</div><div>Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from partners? Which key activities do partners perform?</div></div> <div><div>Unfair Advantage</div><div>What are we the best in the world at? What are we the "only" at?</div></div> <div><div>Success</div><div>What would success look like for you? How do you measure success?</div></div>	<div><div>Key Metrics</div><div>What are the key activities you can measure?</div></div> <div><div>Key Activities/Resources</div><div>What are some key activities/resources that your business will need to do to support and sustain this product? What key activities/resources do your Value Propositions require? What key activities/resources do your Channels require? What key activities/resources do your Customer relations require? What key activities/resources do your Revenue Streams require?</div></div>	<div><div>Key Features/ Solutions</div><div>What are the key features and solution we are going to offer in this product to make the product a success?</div></div>	<div><div>Value Propositions</div><div>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each customer segment? Which customer needs are we satisfying?</div></div> <div><div>Customer Relationships</div><div>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? Which relationships need to be established?</div></div>	<div><div>Customer Segments</div><div>What are the customer segments, industries, niches?</div></div> <div><div>Channels</div><div>What are some sales and marketing channels to reach our target audience?</div></div> <div><div>Revenue Streams/Pricing</div><div>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How much does each revenue stream contribute to overall revenues?  What is the pricing strategy for the product?</div></div>	<div><div>User Attributes</div><div>Who are the users? What are the user personas? What are the differences between users? What are some user attributes?</div></div> <div><div>User Actions</div><div>What are the actions users will take?</div></div> <div><div>Feelings</div><div>What are the emotions and feelings you want to invoke in the customer?</div></div>
BUSINESS QUADRANTS				CONSUMER QUADRANTS		