

<div>Big, Hairy Audacious Goal</div> <div>This is part of the business's brand promise. What goal are you striving to meet?</div> <div>Why does your business exist? What purpose, cause or belief inspires you to start it?</div>		<div>Key Activities (Core Competency)</div> <div>What actions does your business take on a day-to-day basis to deliver your value proposition?</div> <div>We are the best in the world at ____.</div>		<div>Value Proposition</div> <div>Describe the solution to the customer's problem, or describe the way the customer gains with you.</div> <div>Also, how is your solution better or different from others in the marketplace? What is your unique selling proposition?</div>		<div>Customer Problems or Opportunities</div> <div>Which of your customer's pains do you solve, or which gains to you provide to your customers? Can be different for each segment.</div>		<div>Customer Segments</div> <div>Segments of the market you are providing value to your in the business.</div> <div>You can segment based on a different channel to reach that part of the market or a different problem that you solve for that segment.</div> <div>What specific attributes of your customers define the boundaries between the segments?</div>		
<div>Key Partners</div> <div>What third-parties are key to ongoing delivery of your value proposition?</div>		<div>Key Resources (Assets)</div> <div>This could be IP, proprietary processes, human capital, or physical assets key to the business.</div> <div>What assets does your business manage and grow as it expands?</div>				<div>Channels to Reach Markets</div> <div>What marketing or sales efforts does your business make to reach your customer segments?</div>				
<div>Capitalization</div> <div>How will the startup finance itself initially?</div> <div>What will those funders expect (return on capital? metrics for social impact?)</div>		<div>Cost Structure</div> <div>What are the initial product development costs?</div> <div>What are the fixed costs of ongoing operations?</div> <div>What are the variable costs?</div>				<div>Revenue Streams</div> <div>For each revenue stream, describe the process of closing a sale and acquiring revenue from your customers. How much is each sale? What is the length of the sales cycle? If "lifetime value" of a customer is important, what is the lifetime value?</div>			<div>Social Good</div> <div>What social objectives will the business measure itself against? (May line up with funders). What are the non-financial bottom lines?</div>	