

<div><div>PROBLEM</div><div>List your top 1-3 problems.</div><div><div>✓ High cost of smart Boards</div><div>✓ Complicated Projector Setup</div></div></div> <div><div>EXISTING ALTERNATIVES</div><div>List how these problems are solved today.</div></div>	<div><div>SOLUTION</div><div>Outline a possible solution for each problem.</div><div><div>✓ Develop cost-effective smart board</div><div>✓ Provide comprehensive features</div></div></div> <div><div>KEY METRICS</div><div>List the key numbers that tell you how your business is doing.</div><div><div>✓ Find affordable components as replacement</div><div>✓ Plan for production</div><div>✓ Product licensing</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><div>✓ High end technology in affordable price</div><div>✓ Ease of access to the Product</div></div></div> <div><div>HIGH-LEVEL CONCEPT</div><div>List your X for Y analogy e.g. YouTube = Flickr for videos.</div></div>	<div><div>UNFAIR ADVANTAGE</div><div>Something that cannot easily be bought or copied.</div><div><div>✓ Insider information</div><div>✓ Proprietary technology</div></div></div> <div><div>CHANNELS</div><div>List your path to customers (inbound or outbound).</div><div><div>✓ Websites</div><div>✓ Social Media Platforms</div><div>✓ Online Stores</div></div></div>	<div><div>CUSTOMER SEGMENTS</div><div>List your target customers and users.</div><div><div>✓ Educational institutions</div><div>✓ Training Institutes</div><div>✓ IT Firms</div></div></div> <div><div>EARLY ADOPTERS</div><div>List the characteristics of your ideal customers.</div></div>
<div><div>COST STRUCTURE</div><div>List your fixed and variable costs.</div><div><div>✓ Cost of parts</div><div>✓ Raw Materials</div><div>✓ Manufacturing</div><div>✓ Production</div><div>✓ Customer Service</div><div>✓ Taxes</div></div></div>	<div><div>REVENUE STREAMS</div><div>List your sources of revenue.</div><div><div>✓ Posts Sales Services</div><div>✓ Subscription Model</div></div></div>			