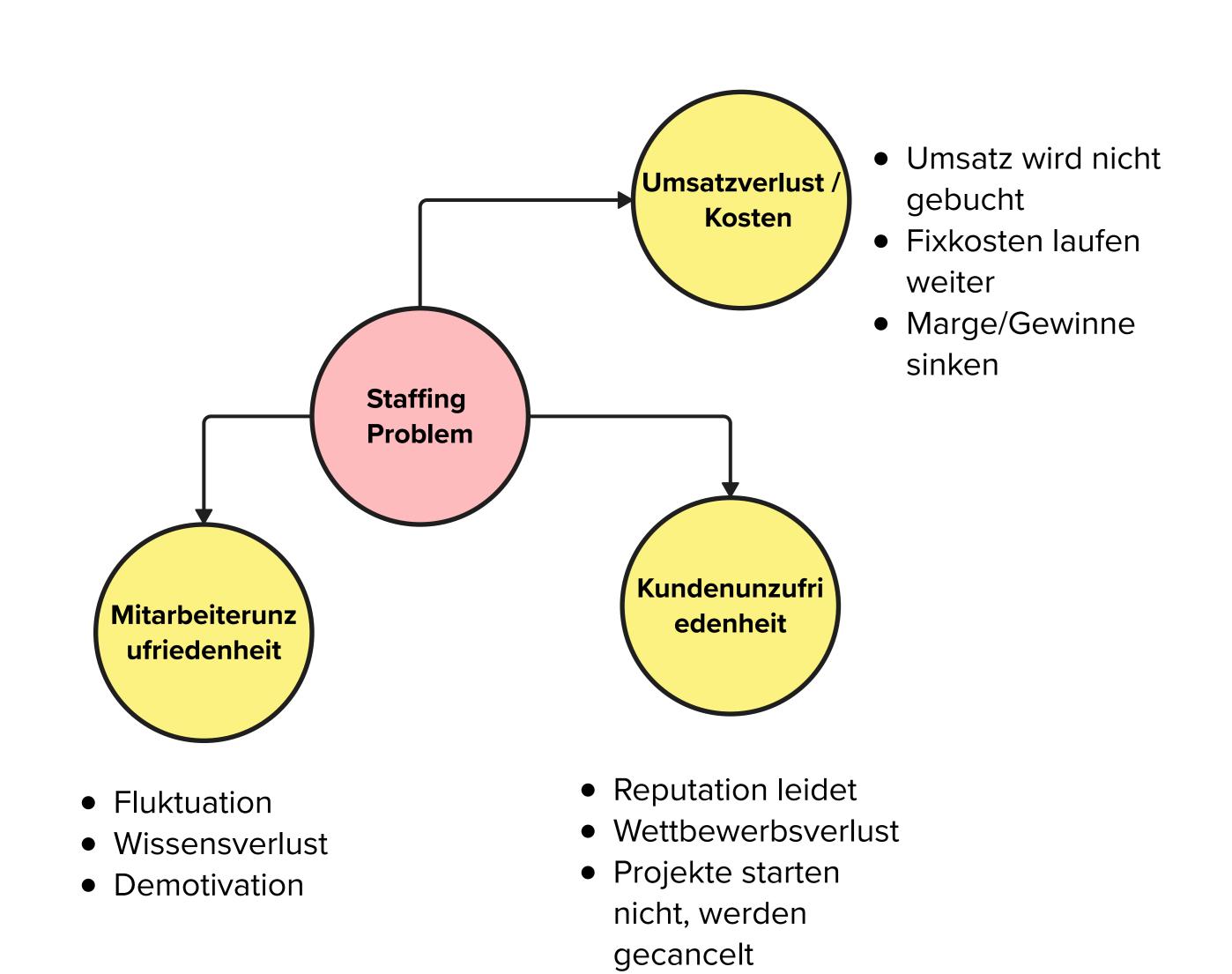
Problem

List your top 3 problems.



Existing alternatives

List how these problems are solved

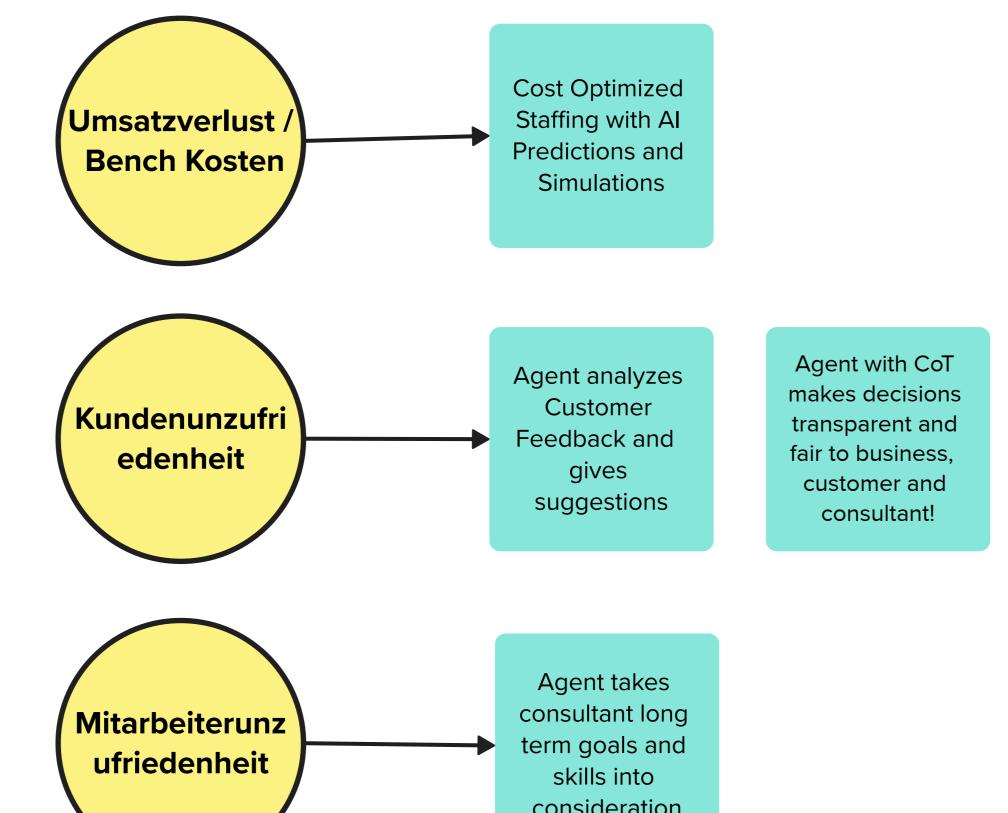






Solution

Outline a possible solution for each problem.



Key Metrics

List the key metrics that tell you how your business is doing.



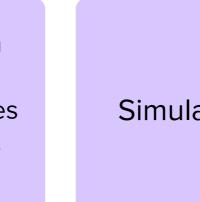




Unique Value Proposition

Single clear compelling message that states why your different and worth paying attention.

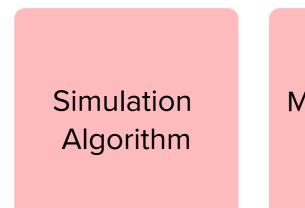


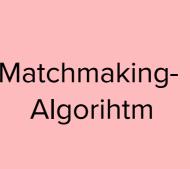




Unfair Advantage

Something that cannot easily be bought or copied.





Customer segments

List your target users and customers.







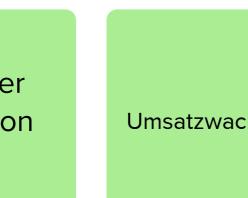


today.







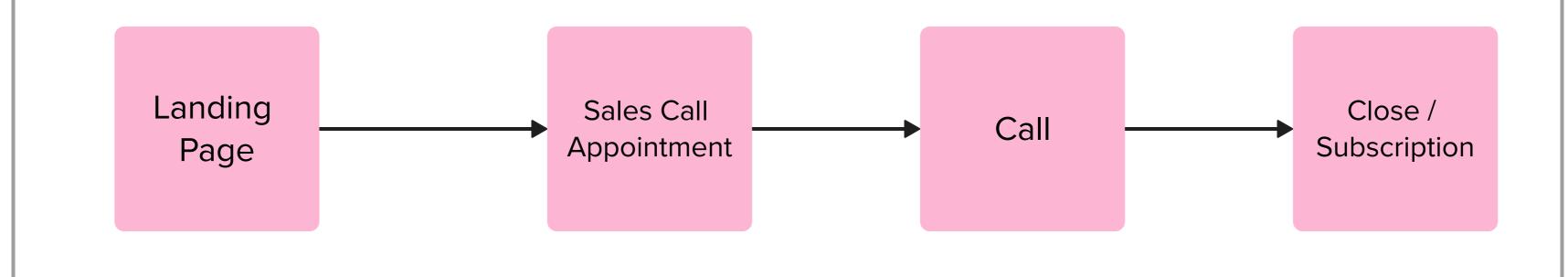




Channels

List your path to customers (inbound or outbound).

Landing Page



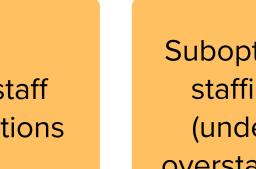
Customer segments

List the characteristics of your ideal customers.



Staffing
ourroptly with
currently with
Excel or other
simple HR
Software





Cost structure

List your fixed and variable cost.

Dev Team	6 Monate, 5 Mitarbeiter	ungefähr 250.000 €
Tools & Software	6 Monate, 5 Mitarbeiter	ungefähr 7.500 €
Ausstattung (Equipment)	5 Mitarbeiter	ungefähr 12.000 €
UX Design		ungefähr 50.000 €
Marketing & Sales		ungefähr 100.000 €
Legal / Admin		ungefähr 30.000 €

Variable

Revenue streams

List your sources of revenue.

