










<div>Problem</div> <div>Top 3 problems</div> <div></div>	<div>Solution</div> <div>Top 3 features</div> <div></div>	<div>Unique Value Proposition</div> <div>Single, clear, compelling message stating why you are different and worth paying attention to</div> <div></div>	<div>Unfair Advantage</div> <div>Can't be easily copied or bought</div> <div></div>	<div>Customer Segments</div> <div>Target customers</div> <div></div>
	<div>Key Metrics</div> <div>Key activities you measure Examples: Monthly active users, Website unique visitors, Sales calls, Revenue, Requests for info</div> <div></div>	<div>The "Wow!"</div> <div>The one insanely cool, feature that every review will rave about</div>	<div>Channels</div> <div>Path to customers Examples: Website, Sales force, Resellers, Distributors, Direct response ads</div> <div></div>	
<div>Cost Structure</div> <div>Examples: Customer acquisition costs, Distribution costs, Web hosting, Employees, Manufacturing, Support</div> <div></div>			<div>Revenue Streams</div> <div>Examples: Direct sales, Subscriptions, Training, Support contracts, Upgrades</div> <div></div>	