PROBLEM

List your top 1-3 problems.

Interview skills Limited interview practice availability

Speaking partner

- Language learning
- Debating
- Revision
- Memorisation
- Public speaking

EXISTING ALTERNATIVES

List how these problems are solved today.

Humans, friends or job centre employees

SOLUTION

Outline a possible solution for each problem.

Unlimited portable interviewp

Realistic experience

Saves human resources for job centres

KEY METRICS

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

Sales
Adoption rate of product
Feedback
Interview success rate

UNIQUE VALUE PROPOSITION

Single, clear, compelling message that states why you are different and worth paying attention.

HIGH-LEVEL CONCEPT

List your X for Y analogy e.g.

YouTube = Flickr for videos.

Speak to it
All in one interview training
Speaks to you
Specific knowledge of
comapnies and roles
instantly.
Tireless interviewer

CHANNELS

List your path to customers (inbound or outbound).

UNFAIR ADVANTAGE

resources and a lot of

jobseekers to test.

Edinburgh University, access to

Something that cannot easily be

bought or copied.

Social media ads
Posters around Uni
Careers service
Word of mouth

CUSTOMER SEGMENTS

List your target customers and users.

Job seekers
Job centres
Universities
High Schools
Lifelong learners

EARLY ADOPTERS

List the characteristics of your ideal customers.

COST STRUCTURE

List your fixed and variable costs.

Hardware fixed cost
ChatGPT subscription
Advertising

REVENUE STREAMS

List your sources of revenue.

Product Sales





