CUSTOMER

WHO DO YOU SERVE?

PROBLEM

WHAT IS THE PROBLEM YOUR CUSTOMER HAS?

ALTERNATIVES

HOW IS YOUR CUSTOMER CURRENTLY SOLVING THE PROBLEM?

WHAT ARE THE ALTERNATIVE SOLUTIONS TO THE PROBLEM? WHAT'S THE COMPETITION?

SOLUTION

WHAT DO YOU OFFER YOUR CUSTOMER? WHAT DOES YOUR CUSTOMER GET?

STARTUP NEEDS

WHAT ARE YOUR ONE-TIME NEEDS TO GET STARTED (MONEY, PEOPLE, THINGS, TECHNOLOGY, ACTIVITIES) ?

MESSAGE

WHAT IS YOUR STORY?
HOW DOES YOUR CUSTOMER HEAR IT?

REVENUE

HOW DO YOU MAKE MONEY FROM YOUR CUSTOMER?

DISTRIBUTION

HOW DOES YOUR PRODUCT OR SERVICE GET TO YOUR CUSTOMER?

BENEFIT

WHY DOES YOUR CUSTOMER WANT YOUR PRODUCT OR SERVICE? HOW DO YOU SOLVE THE PROBLEM?

ADVANTAGE

WHAT GIVES YOU THE EDGE OVER THE ALTERNATIVES?
WHY ARE YOU THE BEST PERSON TO DO THIS?

COSTS

WHAT ONGOING NEEDS ARE ESSENTIAL TO KEEP YOU GOING (MONEY, PEOPLE, THINGS, TECHNOLOGY, ACTIVITIES) ?