Business Name

**Cost Structure 8**

**Revenue Streams**  **9**

**Problem/**

**Product Service Offerings**

2/3

Top 3 problems

**Solution**

**4**

Top 3 features

**Key Metrics 10**

Key activities you measure

**UVP**

**5**

**Unique Value**

**Proposition**

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

**Unfair 7 Advantage**

Can’t be easily copied or bought

**Channels**  **6**

Path to customers

**Customer Segments**

**1**

Target customers

PRODUCT/SERVICE

MARKET