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2. PROBLEMS

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1. CUSTOMER SEGMENTS

First: brainstorm all possible customers for your intended environment.

Then select one promising segment and write its name to upper right corner.

Now, if your customers are not also your users (e.g. you sell teleportation equipment for corporations), list users as well.

2. PROBLEMS

Customer problems justify you creating a new solution

Generate at least three problems that matter to your customer/user

Now, prioritize the Top3 problems

3. VALUE PROPOSAL

Value is a common sense description of your added value to customers (and their users if they are different).

One-liner, metaphoric pitch can help to make to illustrate what you are offering (e.g. IKEA of electric vehicles).

4. SOLUTION

First brainstorm how you deliver the value and solve problems from the step #2

Prioritize top features that define your product/service

8. UNFAIR ADVANTAGE

Why is your value proposal superior to everything else? Do you have a secret weapon, a patent for instance? X-ray eyes or unlimited amount of fresh water?

5. CHANNELS

How do you reach your **customers**? Consider different life cycles; your very first client, the town, the nation, the whole world.

For instance, can you crowdsource sales?

9. KEY METRICS

How do you validate your problem?

How do you validate your solution, i.e. measure that your value is delivered as promised?

6. REVENUE STREAMS

Where is the money coming from? Who pays who?

How much does each customer bring in a year/a month?

What is the model of pricing? \$2 Big Mac, surge pricing or auction?

7. COST STRUCTURE

How much will it cost to create your solution? What are the fixed costs (e.g. software development) and variable costs per unit (e.g. buying flour and paying baker to make the bun).

What is the **break-even** point? How many customers do you need (year or month) to be profitable?