Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
Top 3 problems	Top 3 features	Single, clear, compelling message that states why you are different and worth paying attention	Can't be easily copied or bought	Target customers
	Key Metrics Key activities you measure		Channels Path to customers	

Cost Structure	Revenue Streams
Customer Acquisition costs Distribution costs Hosting People, etc.	Revenue Model Life Time Value Revenue Gross Margin

PRODUCT MARKET

By Ash Maurya