

List your top 1-3 problems

SOLUTION

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

Something that cannot easily be bought or copied.

List your target customers and users.

List how these problems are solved today.

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

List your X for Y analogy
e.g., You = Flickr for Videos

List your path to customers (inbound or outbound)

List the characteristics of your ideal customers.

List your fixed and variable costs.

REVENUE SOURCES
List your sources of revenue.