

## CUSTOMER

WHO DO YOU SERVE?

## PROBLEM

WHAT IS THE PROBLEM YOUR CUSTOMER HAS?

## SOLUTION

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

## MESSAGE

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

## REVENUE

HOW DO YOU MAKE MONEY FROM  
YOUR CUSTOMER?

## BENEFIT

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

## ALTERNATIVES

HOW IS YOUR CUSTOMER  
CURRENTLY SOLVING THE PROBLEM?  
WHAT ARE THE ALTERNATIVE SOLUTIONS TO THE  
PROBLEM? WHAT'S THE COMPETITION?

## DISTRIBUTION

HOW DOES YOUR PRODUCT OR SERVICE  
GET TO YOUR CUSTOMER?

## ADVANTAGE

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

## STARTUP NEEDS

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

## COSTS

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