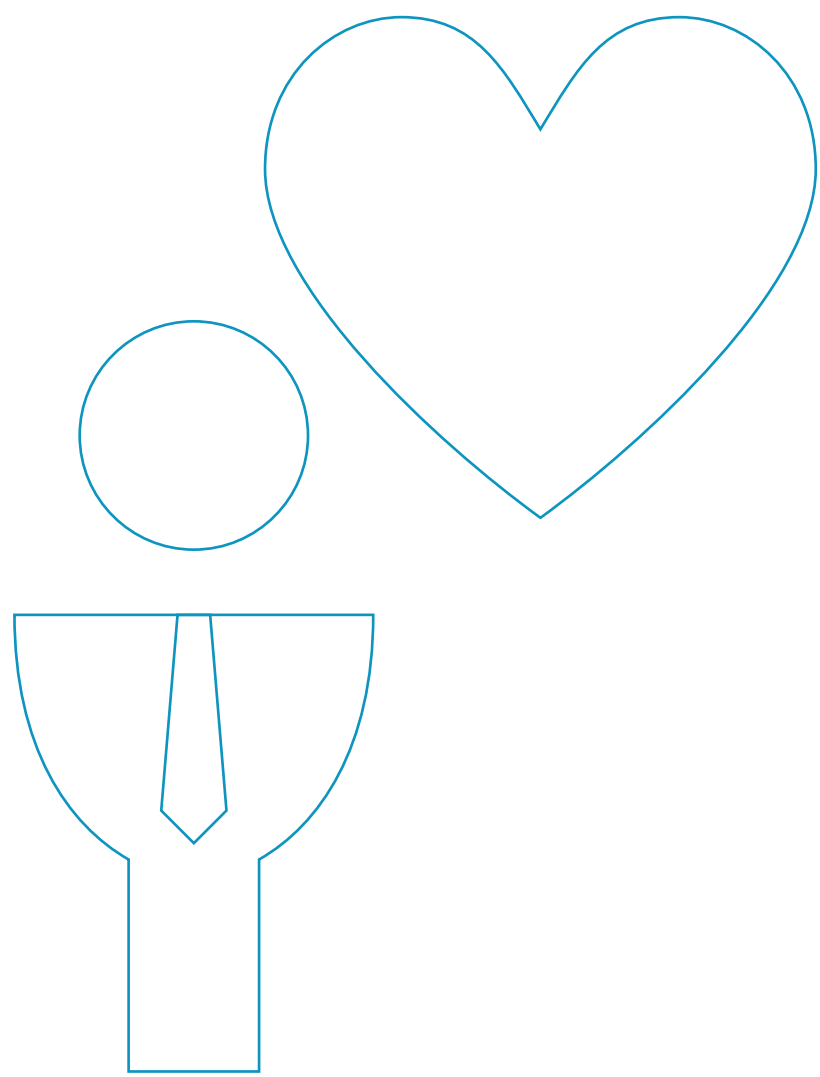


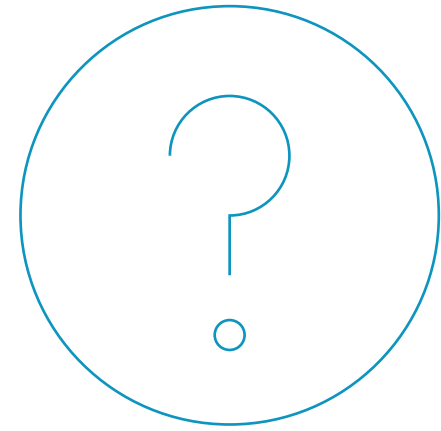
## CUSTOMER

Who do you serve?



## PROBLEM

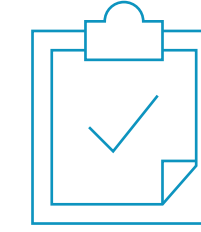
What is the problem your customer has?



## 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?

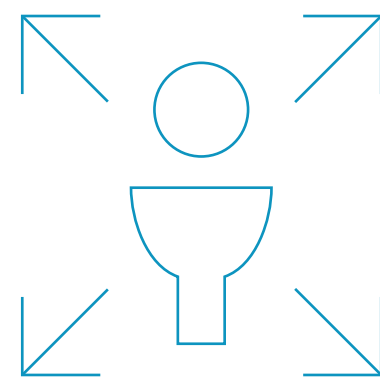


## ALTERNATIVES

How is your customer currently solving the problem?

What are the alternative solutions to the problem?

What's the competition?



## BENEFIT

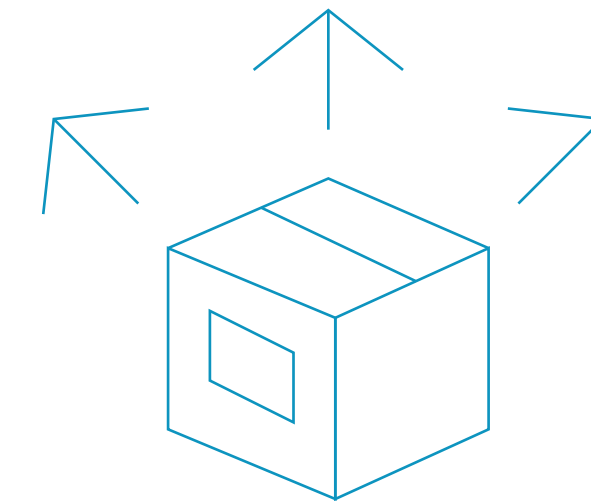
Why does your customer want your product or service?

How do you solve the problem?



## DISTRIBUTION

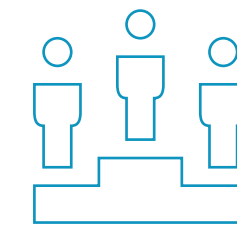
How does your product or service get to your customer?



## ADVANTAGES

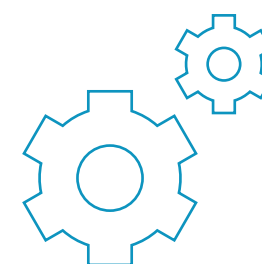
What gives you the edge over the alternatives?

Why are you the best person to do this?



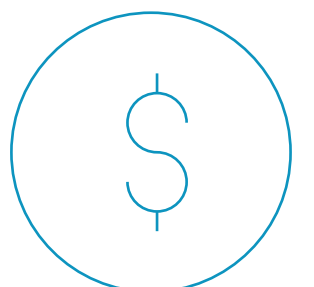
## STARTUP NEEDS

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)?



Name: \_\_\_\_\_

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