

mission *Why does our business exist?*

key objectives *What are some Specific, Measurable, Achievable, Relevant, and Time-specific milestones that signal we're progressing toward our mission?*

problem

What are our customers' top 1-3 challenges?

solution

How might we solve our customers' challenges?

unique value proposition

What specific benefit(s) do we offer our customers that our competitors do not?

customer relationships

How do we attract and keep our customers?

customer and user segments

Who are we solving problems for?

resources

What does our UVP require?

channels

How do we get our UVP to our customers?

cost structure *What are our fixed and variable costs?*

revenue streams *What are our sources of revenue?*