







ROOT CAUSES List the main root causes of the problem.





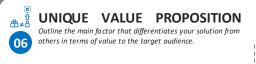






EARLY ADOPTERS List the initial group of your target audience that will most likely adopt the solution.











COST STRUCTURE List the main costs of your product, which can be fixed or variable.



REVENUE STREAMS List the revenue sources of your product, which can be casual or recurrent.