

01 CUSTOMER SEGMENTS Define your target-audience, including the user (those that are going to use the product) and clients (those that will pay for the product).

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

02 PROBLEM Describe the problem that will be tackled.

03 ROOT CAUSES List the main root causes of the problem.

05 SOLUTION Define the solution based on the chosen idea.

09 UNFAIR ADVANTAGE Describe why your product can't be easily copied or bought.

10 CHANNELS List the communication and interaction channels with your target audience. They can be free or paid, physical or digital, direct or indirect.

04 EXISTING ALTERNATIVES Describe how this problems are solved today

06 UNIQUE VALUE PROPOSITION Outline the main factor that differentiates your solution from others in terms of value to the target audience.

07 HIGH-LEVEL CONCEPT Describe the concept of your product under the perspective of the target audience.

11 KEY METRICS List the main metrics that will define the performance of your product.

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

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