

<p><b>PROBLEM</b> <i>List your top 1-3 problems</i></p> <p><b>Existing Alternatives</b> <i>How are these problems solved today?</i></p>	<p><b>CUSTOMER SEGMENTS</b> <i>List your target customers and users</i></p>	<p><b>UNIQUE VALUE PROPOSITION</b> <i>What makes you different?</i></p> <p><b>High-Level Concept</b> <i>List your analogy</i> <i>YouTube = Flickr for videos</i></p>	<p><b>SOLUTION</b> <i>Outline a possible solution for each problem</i></p>	<p><b>REVENUE STREAMS</b> <i>List your sources of revenue</i></p>
<p><b>KEY METRICS</b> <i>Key numbers that tell you how your business is doing</i></p>			<p><b>CHANNELS</b> <i>List your path to customers (inbound and outbound)</i></p>	<p><b>COST STRUCTURE</b> <i>List your fixed and variable costs</i></p> <p><b>UNFAIR ADVANTAGE</b> <i>Something that can't easily be bought or copied</i></p>