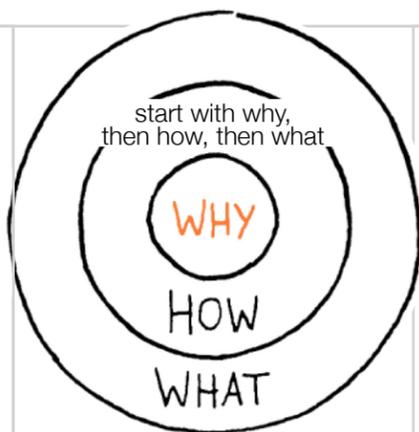




**Problem Being Solved:** What problem/s do my customers have that I am trying to solve with my product or service? (This is probably where your idea came from!)

**Why:**  
Why am I doing this? What do I believe that is fueling my work every day?



**How (USP):**  
How do I do I deliver something unique or special to my customers? How do I solve the problem better than my competition?

**What (Solution):**  
What product or service do I offer that solves the problem?

**Customers:**  
Who are the customer groups best suited for my product or service?

**Brand Values:**  
What values do I want my product, service or company to convey to customers? (These are probably driven by your "why.")

**Competitors:**  
Who are the main players in my marketplace that compete for the same business? (List up to 3)

**Marketing Strategies:**  
List up to 3 core marketing strategies that will drive business. Keep them high level and not tactical. They may correlate to the customer groups listed to the left.

**Channels or Distribution Method:**  
Where will my product or service be sold? What will I use to get it in front of customers?

**Brand Promise:**  
What is the experience I promise to my customer?



**Key Relationships:**  
What outside companies or people do I need to have great relationships with in order to be successful?

**Costs:**  
What are the primary costs associated with my product or service?

**Revenue:**  
What products or services represent my main revenue stream/s? How are they priced and sold?

**Startup (or immediate) Needs:**  
What are the "must have" things I need to get started or grow to the next level? (things like space, key staff, technology, legal advice, etc)



**Cost Drivers:**  
What factors outside of my control can drive the cost of my product or service up or down?

**Revenue Drivers:**  
What factors can I control or change to drive revenue up or down?