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| --- | --- |
|  | Questions are followed by answer fields. Use the ‘Tab’ key to navigate through. Replace Y/N or Yes/No fields with your answer. |
| Situation / scenario | Opportunity | Value proposition | Competitors | Customer segments |
| Top 3 situations/ scenarios. | Top 3 features. | The value proposition your situation offers - what you do and why is it better or unique. | List your key competitors and why they are different to you. | Target customers. |
|  |  |  |  |  |
| Key activities | Key metrics | Key resources | Channels | Early adopters |
| List the activities you need to deliver. | Key activities you measure. | List the resources you need: equipment, offices, etc | How do you reach your customers. | List the characteristics of your ideal customers. |
|  |  |  |  |  |
| Cost structure | Revenue structure | People | Suppliers |
| List your fixed and variable costs: distribution costs, hosting, people, etc. | List your sources of revenue: revenue model, revenue, gross margin. | List your key people in the business. | List your key suppliers. |
|  |  |  |  |
| End of form |