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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 | | | | | | | | |