

<p><b>PROBLEM</b> What problem is it solving?</p>	<p><b>SOLUTION</b> What solution are you offering to solve the problem?</p>	<p><b>UNIQUE VALUE PROPOSITION</b> What unique value proposition are you offering to your customers?</p>	<p><b>UNFAIR ADVANTAGE</b> What unfair advantage do you have over your competitors?</p>	<p><b>CUSTOMER SEGMENTS</b> Which customer segments are you targeting?</p>
<p><b>GOALS/MILESTONES</b> What are your short-term and long-term goals?</p>	<p><b>KEY METRICS</b> What key metrics are you tracking to measure success?</p>	<p><b>KEY PARTNERS</b> Who are your key partners and how do they help you?</p>	<p><b>CHANNELS</b> How do you reach your customers?</p>	<p><b>KEY ACTIVITIES</b> What are the key activities you need to perform?</p>

<p><b>COST STRUCTURE</b> What are your major cost drivers?</p>
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<p><b>REVENUE STREAMS</b> How do you generate revenue?</p>
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