

## **Identity**

A one-sentence overview of your business.

### **Problem Worth Solving**

What problem are you solving for your customers?

### **Our Solution**

What's your solution to the problem?

Describe your products and services here.

### **Target Market**

Who are your customers?

### **The Competition**

Who are your competitors and what alternative

solutions do your customers currently buy and use?

### **Sales Channels**

How will you sell your products and services  
to your customers?

### **Marketing Activities**

What are the key things that you're going to do  
reach your customers?

### **Revenues**

How are you going to make money?

### **Expenses**

What are your key expenses when you're running  
your business?

### **Milestones**

What is your roadmap to test and start your business?

### **Team and Key roles**

What are the key roles that you need in your business  
to be successful?

### **Partners and Resources**

Do you need to work with other businesses to make  
your business work?