Problem   Top 3 problems	Solution Top 3 features	Unique Value proposition Single, clear, compelling message stating why you are different and worth paying attention to	<b>Unfair Advantage</b> Can't be easily copied or bough
	Key activities you measure Examples: Monthly active users, Website unique visitors, Sales calls, Revenue, Requests for info	The one insanely cool, feature that every review will rave about	Channels Path to customers Examples: Website, Sales force, Resellers, Distributors, Direct response ads

## Cost Structure

Examples: Customer acquisition costs, Distribution costs, Web hosting, Employees, Manufacturing, Support



## **Revenue Streams**

Examples: Direct sales, Subscriptions, Training, Support contracts, Upgrades





