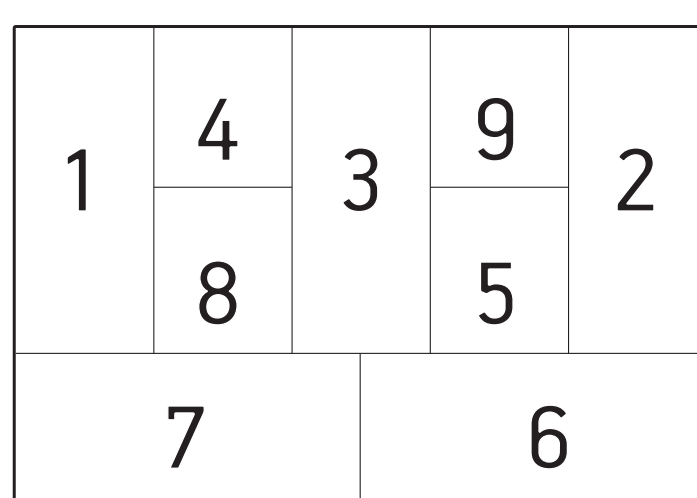
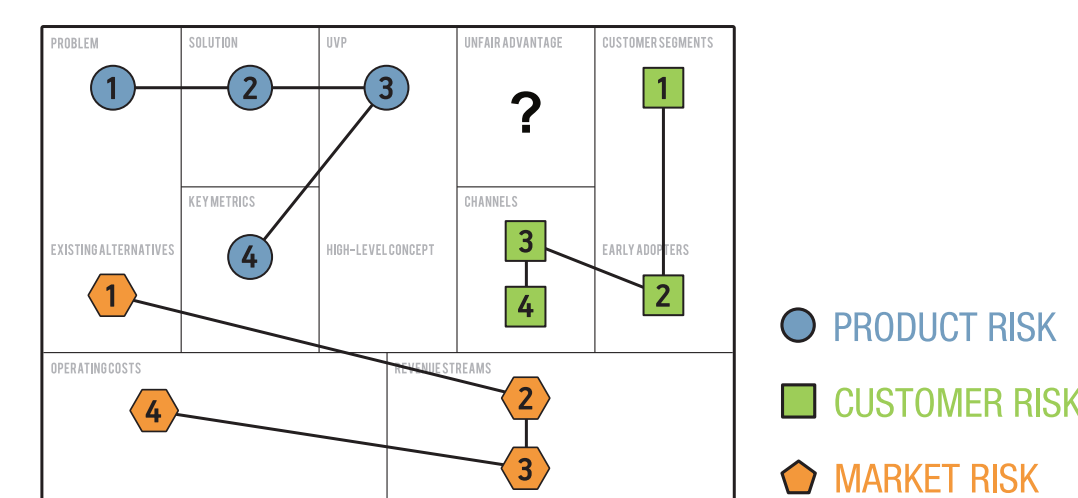


<p><b>PROBLEM</b></p> <p><i>List your top 1-3 problems.</i></p> <p><b>EXISTING ALTERNATIVES</b></p> <p><i>List how these problems are solved today.</i></p>	<p><b>SOLUTION</b></p> <p><i>Outline a possible solution for each problem.</i></p> <p><b>KEY METRICS</b></p> <p><i>List the key numbers that tell you how your business is doing.</i></p>	<p><b>UNIQUE VALUE PROPOSITION</b></p> <p><i>Single, clear, compelling message that states why you are different and worth paying attention.</i></p> <p><b>HIGH-LEVEL CONCEPT</b></p> <p><i>List your X for Y analogy e.g. YouTube = Flickr for videos.</i></p>	<p><b>UNFAIR ADVANTAGE</b></p> <p><i>Something that cannot easily be bought or copied.</i></p> <p><b>CHANNELS</b></p> <p><i>List your path to customers (inbound or outbound).</i></p>	<p><b>CUSTOMER SEGMENTS</b></p> <p><i>List your target customers and users.</i></p> <p><b>EARLY ADOPTERS</b></p> <p><i>List the characteristics of your ideal customers.</i></p>
<p><b>COST STRUCTURE</b></p> <p><i>List your fixed and variable costs.</i></p>			<p><b>REVENUE STREAMS</b></p> <p><i>List your sources of revenue.</i></p>	



CANVAS FILL ORDER



RISK ITERATION PATH