

 **CUSTOMER SEGMENTS** *Define your target-audience, including the user (those that are going to use the product) and clients (those that will pay for the product).*

 **PROBLEM** *Describe the problem that will be tackled.*

 **SOLUTION** *Define the solution based on the chosen idea.*

 **UNIQUE VALUE PROPOSITION** *Outline the main factor that differentiates your solution from others in terms of value to the target audience.*


 **UNFAIR ADVANTAGE** *Describe why your product can't be easily copied or bought.*


 **EARLY ADOPTERS** *List the initial group of your target audience that will most likely adopt the solution.*


 **EXISTING ALTERNATIVES** *Describe how this problems are solved today*

 **KEY METRICS** *List the main metrics that will define the performance of your product.*

 **HIGH-LEVEL CONCEPT** *Describe the concept of you product under the perspective of the target audience.*

 **CHANNELS** *List the communication and interaction channels with your target audience. They can be free or paid, physical or digital, direct or indirect.*

 **COST STRUCTURE** *List the main costs of your product, which can be fixed or variable.*

 **REVENUE STREAMS** *List the revenue sources of your product, which can be casual or recurrent.*