

From idea to story

Name of your business idea

Date

Problem

List the top three problems you solve for customers with your product or service.

Solution

Describe your product and highlight how your product solves the problems you describe.

Unique values

State why customers will buy your product or service. What your promise to customers is and how you are different from the competition.

Key benefits

List the benefits of your solution that cannot be easily copied or bought. What makes your solution most different from existing solutions.

Best customers

Identify who your ideal customers are and describe their profile as accurately as possible.

Existing alternatives

Find and describe any products or services or existing solutions that replace your product.

Marketing Channels

Describe how you will target customers, promote and sell your product or service.

Costs

List and estimate your main costs.

Income

Specify two main things: how much your product will cost and what your customers will receive as part of their payment.