**NAME: Whakapapa# Trading/Operating started Date : Date:**

**CUSTOMER SEGMENTS:** Who are your target customers?

**REVENUE STREAMS:** How will you make money? Costings/Profit margins/models

**CHANNELS:** How will you reach this customer?

**SOLUTIONS**: What are your top 3 solutions for this customer?

**PROBLEM:** What are the top 3 problems you are solving for one of your customers?

**UNIQUE VALUE PROPOSITION:** Clear and compelling message that states why you are different and worth buying from? Toot your horn!!

**COST STRUCTURE:** what costs are involved to deliver your service/products to this customer?

**Key Metrics:** What activities will you measure?

**UNFAIR ADVANTAGE**: what strengths cannot be easily copied or bought by your competitors?