

**mission** *Why does our business exist?*

**problem**

*What are our customers' top 1-3 challenges?*

**solution**

*How might we solve our customers' challenges?*

**unique value proposition**

*What specific benefit(s) do we offer our customers that our competitors do not?*

**customer relationships**

*How do we attract and keep our customers?*

**customer and user segments**

*Who are we solving problems for?*

**resources**

*What does our UVP require?*

**channels**

*How do we get our UVP to our customers?*

**cost structure** *What are our fixed and variable costs?*

**revenue streams** *What are our sources of revenue?*