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| **PROBLEM (1)**  Describe your problem | **SOLUTION (2)**  Outline your solution to the problem | **UNIQUE VALUE PROPOSITION (4)**   * Competitors * A clear, compelling message that states why you are different and worth paying attention to | | **KEY METRICS (9)**  List the key numbers that tell you how your business is doing | **CUSTOMER**  **SEGMENTS (3)**   * Describe your target customers * What are the characteristics of your early adopters? |
| **KEY RESOURCES (8)**   * Physical * Intellectual * Human * Financial | **CHANNELS (5)**  Describe your path to customers |
| **COST STRUCTURE (7)**  List your fixed and variable costs (including key resources) | | | **REVENUE STREAMS (6)**  List your sources of revenue | | |

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| **PROBLEM (1)** | **SOLUTION (2)** | **UNIQUE VALUE PROPOSITION (4)** | | **KEY METRICS (9)** | **CUSTOMER**  **SEGMENTS (3)** |
| **KEY RESOURCES (8)** | **CHANNELS (5)** |
| **COST STRUCTURE (7)** | | | **REVENUE STREAMS (6)** | | |