

Why: Market Gap

The Job Story

Who (customer)?
When (situation)?
Wants to (outcome)?
Because (motivation)?

Current Alternatives

How are they solving the problem now?
What are the pros and cons?
How much are they spending?

Market Size Customers x Frequency x Spend

What: Value Proposition

Elevator Pitch

Benefits

Difference

Features

Revenue Model

- Deliverables
- Price
- Frequency

Cost Structure

- Variable Costs
- Gross Margin
- Fixed Costs

How: Operations

Channels

- Awareness
- Evaluation
- Conversion
- Adoption

Unfair Advantage & Capabilities

Key Resources

Milestones

Metrics