

Startup Name:

Name: _____

Date: _____

State the problem you want to solve:

Competitor Assessment: Who is currently solving this problem and how are they solving it?

Hint: Is it an ongoing problem or is it something that can easily be solved?



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What is your solution to this problem?

How are you going to measure success? What are your key metrics?



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What makes your solution different - what is unique about you?

Hint: What will make a person use your service or buy your product?



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What makes you stand out - What can't people easily copy about you?

Hint: Are you an expert in this field? Perhaps you need to partner with experts in this field?



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Who are your target customers?

List at least 5 types of customers who will be willing to buy your product or service

No pressure, what matters is having an ideal customer persona in mind



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How are you going to reach your target audience?



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List resources you will need to make it happen?



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List at least 3 revenue streams from your idea?

Hint: Think creatively, the more revenue streams you have, the better!



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