

PROBLEM

What problems are people facing? List their top 3 frustrations.

SOLUTION

How will you solve these problems?
Write down a solution for each problem.

COMPETITION

Who are the other players in the sector

CLIENT/BENEFICIARY

Define the stereotypical user of your product/service

ROOT CAUSE

Why does the problem exist?

EVIDENCE

How do you know that the problem exists

ADVANTAGE

How is your solution different from others

CHANNELS

How do you hope to find, reach and keep your clients?

MILESTONES

What are your 3 next targets/milestones

SUSTAINABILITY

How does your idea make money?

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