

Business Name: \_\_\_\_\_

Date: \_\_\_\_\_

Key Partners:	Key Activities:	Competition/Alternatives:	Ecommerce Usage:	Key Milestone Indicators:	Customer Segments:	Customer Relationships:
Key Resources:						
					Value Proposition/Elevator Pitch Builder:	
			Our _____ <i>(Product or Service)</i>		Channels of Distribution:	
			Helps _____ <i>(Customer Segment)</i>			
			Who want to _____ <i>(Job to be done)</i>			Revenue Sources:
			By _____ the _____ <i>(verb/reduce/avoid) (Customer's Problem)</i>			
Product/Service Cost Structure(s):		Alternate Revenue Stream(s):	And _____ the _____ <i>(verb/increase/enabling) (Customer's Gain)</i>			
			Unlike _____ <i>(Competitor)</i>			

Funding Acquisition Matrix:

Best Case	Ideal Situation
Most Realistic Situation	Worst Case