

THE BUSINESS OFFERING

The problem

What is a problem that many people face, and care about?



The solution

What is my product or service that solves the problem?



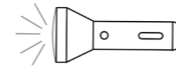
Star quality

What's special about my solution?



Other solutions

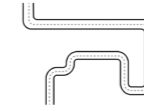
Who are my competitors?



THE MARKET

Pathways

How do people find out about my solution?



Customers

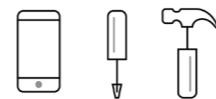
Who needs my solution?



THE BUSINESS OPERATIONS

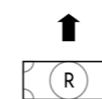
Resources and Tools

What will help me to run this business?



Costs

What does my business have to pay for?



Income

How does my business make money?

