

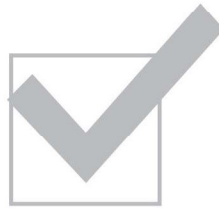
PROBLEM

WHAT IS THE PROBLEM YOUR CUSTOMER HAS?



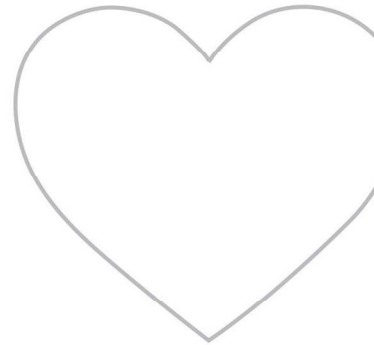
SOLUTION

WHAT DO YOU OFFER YOUR CUSTOMER?
WHAT DOES YOUR CUSTOMER GET?



MESSAGE

WHAT IS YOUR STORY?
HOW DOES YOUR CUSTOMER HEAR



BENEFIT

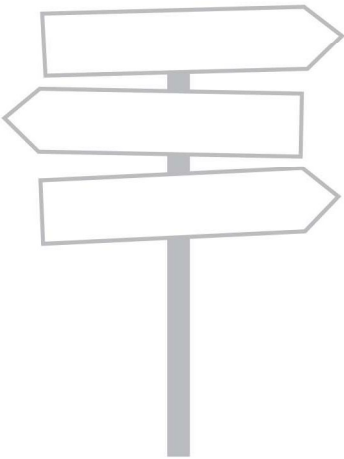
WHY DOES YOUR CUSTOMER WANT YOUR PRODUCT OR SERVICE? HOW DO YOU SOLVE THE PROBLEM?



ALTERNATIVES

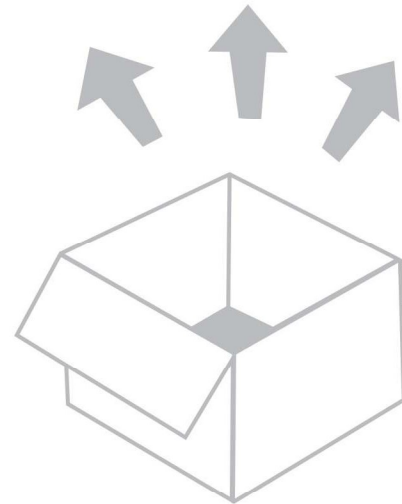
HOW IS YOUR CUSTOMER CURRENTLY SOLVING THE PROBLEM?

WHAT ARE THE ALTERNATIVE SOLUTIONS TO THE PROBLEM? WHAT'S THE COMPETITION?



DISTRIBUTION

HOW DOES YOUR PRODUCT OR SERVICE GET TO YOUR CUSTOMER?



ADVANTAGE

WHAT GIVES YOU THE EDGE OVER THE ALTERNATIVES?
WHY ARE YOU THE BEST PERSON TO DO THIS?



STARTUP NEEDS

WHAT DO YOU NEED TO GET STARTED (MONEY, PEOPLE, THINGS, TECHNOLOGY, ACTIVITIES)?



ONGOING NEEDS

WHAT ONGOING NEEDS ARE ESSENTIAL TO KEEP YOU GOING?

