

Title of Our Idea: _____

Who

Who are the target customers?

What are the customer needs?

What are problems with current solutions?

How

How do we generate the value proposition?

Key activities:

Key resources:

Key partners:

What

What is the value for the customers?

Which products and services do we offer?

Why

How do we generate revenues?

What are the main costs?

Why does the business generate a profit?