

<b>PROBLEM</b>	<b>SOLUTION</b>	<b>UNIQUE VALUE PROPOSITION</b>	<b>UNFAIR ADVANTAGE</b>	<b>CUSTOMER SEGMENTS</b>
<b>EXISTING ALTERNATIVES</b>	<b>KEY METRICS</b>	<b>HIGH-LEVEL CONCEPT</b>	<b>CHANNELS</b>	<b>EARLY ADOPTERS</b>
<b>COST STRUCTURE</b>			<b>REVENUE STREAMS</b>	

