Company Name
Team
Problem

• What problem are you solving?
Solution

• What is your solution to the problem?
Customer Segment

• Who needs our solution?
• How many people need our solution right now?
• How many will eventually need it?
Value Proposition

• What problem do we solve, and how do we solve it?
Channels

• How do we deliver our solution to our customer?
• Where will customers find our solution?
Customer Relationships

• How do we talk to our market about our solution?
• How do we get more customers?
Pivot

• How will you change direction if needed after you talk to customers?
Revenue Streams

• How will we get paid for the solution we provide?
Key Activities

• What do we need to do in order to produce, market, and deliver our solution?
Key Resources

• What do we need to have in order to produce, market and deliver our solution?
Key Partners

• Who do we need to work with in order to produce and deliver our solution?
Cost Structure

• How much will our key activities, resources, and partners cost us?
Next Steps in Commercialization & Venture Creation?
What are your venture?
next steps to ensuring to establishing a startup
Budget
Broader Impact

What impact does your product/technology/service has on society and the local community?