

## 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?



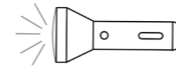
### Star quality

What's special about my solution?



### Other solutions

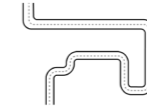
Who are my competitors?



## THE MARKET

### Pathways

How do people find out about my solution?



### Customers

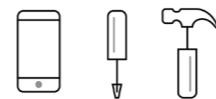
Who needs my solution?



## THE BUSINESS OPERATIONS

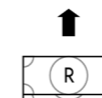
### Tools

What will help me to run this business?



### Costs

What does my business have to pay for?



### Income

How does my business make money?

