

## Opportunity



### Market

Overview of market, TAM

### Gap

Market trend or unmet need / desire

### Segments

Group affected by trend or need, SAM

### Alternatives

Incumbents, challengers or workflows

## Solution



### One liner

"It's X for Y"

### Vision & Purpose

What's our reason for existing

### Differentiators

How will be different?

### MVP

Initial features

### Business model

Revenue streams, cost structure

## Go to market



### Challenges & Assumptions

What do we need to check?

### Unfair Advantage

What will give us an edge?

### Team & Resources

What do we need for MVP?

### Aquisition

How will we acquire customers?