

Look beyond the constraint of linear development, with a mission, a vision and an end goal in mind.

Customer Problems & Customer Segments (Top 3 Problems/Target customers)	Customer Solutions (Top 3 Features)	Unique Value Propositions (Single, clear, compelling message that states why you are different) (Needs to be in Everyday words)	Unfair Advantages (Can't easily be copied)	Customer Segments and Profile (Key customer segments and their profile)
	Key Metrics (Key impact at customer)	Data Required (What data do you need? What will work?)	Channels (Path to customers)	
Cost Structures (Customer Acquisition costs, Distribution costs, hosting, people)	Skill Sets Needed (Work that needs to be done and skills needed to do it) Role Title: - - -	Revenue Streams (Revenue Model, Lifetime Value, Revenue, Gross Margin) Current Target: X.X million. To Achieve: Option 1: XXXk/project/month.		