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| **1. Problem:***What is the problem you are trying to solve?* | **3. Competition:***Who are your competitors and what do they offer?* | **5. High-Level Concept:***What is your business idea in one sentence?* | **7. Ideal Customer Profile:***Who are your best customers and why?* |
| **2. Solution:***What is your product/service and how will it solve the problem?* | **4. Competitive Advantage***How are you better than your competitors?* | **6. Target Market:***Who is your target market and what is its size?* | **8. Marketing:***How will you reach potential customers?* |
| **9. Startup Costs:***What equipment or other costs are required to get your business started?* | **10. Revenue Streams:***How do you earn revenue and make a profit?* |