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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?* | |