

CUSTOMER FOCUS

- > Identify your customer segment(s).
- > In detail, describe value proposition and how it solves a problem and/or meets a need for your customer segment.
- > Describe how you are meeting the expectations of delivering your value proposition to your customer segment.
- > Explain how you are communicating with your customer segment and how you know that meets their expectation of communication.

FINANCIALS

- > Identify your revenue stream(s).
- > Calculate the Cost of Goods Sold (COGS) for each respective revenue stream.
- > Explain price point for units of sales.
- > Prove feasibility of your business model.
 - Realistic and accurate sales projections.
 - Accurately calculated projected profit based on COGS, price, and projected sales.

OPERATIONS

- > Identify what your roles and responsibilities are based on your respective comparative advantages.
- > Describe key resources necessary to deliver your value proposition to your customer segment.
- > Identify your key partners based on your needs and your comparative advantage.
- > Identify your need for human capital based on your comparative advantage, key partners, and key resources.
- > Identify what key activities must be completed and what key resources and key partners will be required to complete them.