

**Business Layout**

|  |                     |                                 |                                 |                                 |
|--|---------------------|---------------------------------|---------------------------------|---------------------------------|
| <b>Problem</b><br>that the business solves | <b>Solution</b>     | <b>Unique Value Proposition</b> | <b>Unfair Advantage</b>         | <b>Customer Segments</b>        |
| <b>Existing Alternatives</b>               | <b>Partnerships</b> | <b>Resources</b>                | <b>Barriers</b>                 | <b>How will you reach them?</b> |
| <b>Cost Structure (Expenses)</b>           |                     |                                 | <b>Revenue Streams (Income)</b> |                                 |