

# Business Model

**Why: which key problems are we solving for the key customers? (problem definition)**

Define three key problems

**Customers Profiles**

Define three key profiles

**What solution are we providing to solve these core problems?**

Define the three key possible solutions/applications of your product

**Product**

How do we bring our product in the hands of the potential customers?

How do we make money?

**How: distribution, revenue generation, cost structure**

How do we spend money to improve our product?

**Distribution: How do we bring the product in the hands of our customer?**

**Revenue Streams: How do we make money?**

**Cost Structure: How do we spend money?**

# **Business Model**

## **1. Why: which key problems are we solving for the key customers? (problem definition)**

1.1. Define three key problems

## **2. Customers Profiles**

2.1. Define three key profiles

## **3. What solution are we providing to solve these core problems?**

3.1. Define the three key possible solutions/applications of your product

## **4. Product**

## **5. How: distribution, revenue generation, cost structure**

## **6. Distribution: How do we bring the product in the hands of our customer?**

## **7. Revenue Streams: How do we make money?**

## **8. Cost Structure: How do we spend money?**