

<b>PROBLEM</b> Top 3 issues you are solving:	<b>SOLUTION</b> Top 3 features:	<b>UNIQUE VALUE PROPOSITION</b> Single, clear, compelling message, why your solution is different and worth considering.	<b>YOUR UNFAIR ADVANTAGE</b> Something that cannot be easily copied or bought.
	<b>KEY METRICS</b> Top things that you measure. Examples: monthly active users, revenue, request for info.		<b>CUSTOMERS SEGMENTS</b> Who is the solution for?
<b>COST STRUCTURE</b> Examples: Infrastructure, Customer acquisition, Wages....		<b>REVENUE STREAMS</b> Even though this is most likely a solution for public sector, are there any commercial aspects of your solution? Something that could be monetized?	