

Project name \_\_\_\_\_

Iteration \_\_\_\_\_

Created by \_\_\_\_\_

Date \_\_\_\_\_

**Purpose**

**Problem**

**Solution**

**Unique Value Proposition**

**Unfair Advantage**

**Customer Segments**

**Key Metrics**

**Channels**

**Cost Structure**

**Revenue Streams**

**Owned Impacts**

**Shared Impacts**