

<h3>1. Purpose</h3> <p>Your reason for doing this venture clearly defined in terms of the social, economic, environmental problems you want to solve</p>		<h3>2. Impact</h3> <p>What is the intended social, economic, environmental impact of the venture?</p>					
		Short Term	Medium Term	Long Term	Mission Impact	Vision Impact	Values Impact
<h3>4. Problem</h3> <p>Top 1 to 3 problems you address</p>	<h3>5. Solution</h3> <p>The solution you offer</p>	<h3>6. UVP</h3> <p>Unique value proposition</p>		<h3>7. Unexpected consequences</h3> <p>Unwanted or undesirable social, environmental and/or economic outcomes arising from success.</p>	<h3>3. Customer segments</h3> <p>Types - what are the characteristics of the group(s) that use, partner with and/or buy this product.</p>		
	<h3>9. Key metrics</h3> <p>The numbers that tell you when goals are reached</p>	<p>What do you have that can't be easily replicated or bought? Your <i>Unfair Advantage</i>?</p>		<h3>8. Channels</h3> <p>Your paths to your customers</p>			
<h3>10. Cost structure</h3> <p>Fixed and variable costs</p>				<h3>11. Revenue sustainability</h3> <p>Your sources of revenue and medium/long term value generation</p>			