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|--|---|--|---|--|--|
| <p>Customer segment(s) Demographics and psychographics of your target customer. If your customer is not your end user, make the distinction.</p> <p>Their Job To Be Done What are your customers trying to achieve?</p> <p>Validated <input type="checkbox"/></p> | <p>Problem What gets in the way of your customers' Job To Be Done?</p> <p>Validated <input type="checkbox"/></p> | <p>Unique Value Prop. From your customers' point of view, what is the value that your solution could offer better than any existing solution?</p> <p>Validated <input type="checkbox"/></p> | <p>Solution How will you deliver that value proposition?</p> <p>Validated <input type="checkbox"/></p> | <p>Resources required - Team/skills - Time of development - Technology - Hardware - Infrastructure - Raw materials - Data - Licenses - ...</p> <p>Validated <input type="checkbox"/></p> | <p>Revenue model Subscription, Metered, Fees, Advertising, Direct sales, Razor and blades, Combined...</p> <p>KPIs What are they KPIs to track for this model?</p> <p>Validated <input type="checkbox"/></p> |
| <p>TAM:</p> <p>Validated <input type="checkbox"/></p> <p>SAM:</p> <p>Validated <input type="checkbox"/></p> <p>SOM:</p> <p>Validated <input type="checkbox"/></p> <p>Growing market?</p> <p>Validated <input type="checkbox"/></p> | <p>Unworkable?</p> <p>Validated <input type="checkbox"/></p> <p>Unavoidable?</p> <p>Validated <input type="checkbox"/></p> <p>Urgent?</p> <p>Validated <input type="checkbox"/></p> <p>Underserved?</p> <p>Validated <input type="checkbox"/></p> | <p>Painkiller or Vitamin? Is this value a "Need-to-have" or a "Nice-to-have"?</p> <p>Validated <input type="checkbox"/></p> | <p>Gains vs Pains to adopt From your customers' POV, how big are the benefits of the solution compared to the pains of integrating a new solution in the way things are currently done?</p> <p>Validated <input type="checkbox"/></p> | <p>Availability / Accessibility Which of these resources do you already have? How easily can you acquire the others?</p> <p>Validated <input type="checkbox"/></p> <p>Budget required Forecasted budget for the next 6 months?</p> <p>Validated <input type="checkbox"/></p> | <p>In this market, how big is: - transaction value? - margin? - transaction volume?</p> <p>Validated <input type="checkbox"/></p> <p>Recurring revenue model?</p> <p>Validated <input type="checkbox"/></p> <p>Changes with scale?</p> <p>Validated <input type="checkbox"/></p> |
| <p>Early adopters Who in your target customer segment is most desperate for your UVP, and would find your MVP most useful?</p> <p>Validated <input type="checkbox"/></p> | <p>Existing solutions Not just your competitors, but any method your target customers are currently using to deal with the problem.</p> <p>Validated <input type="checkbox"/></p> | <p>Defensibility / Moat What would prevent competitors from taking your market share? IP, Exclusivity/License deals, Long-term contract, Location, Access to data/ resources/ network, Knowhow, Customer loyalty...</p> <p>Validated <input type="checkbox"/></p> | <p>Ext. Factors: Barriers and Dependencies Any regulatory <i>obstacles</i>? Is your solution, and the demand for your solution, <i>dependent</i> on 3rd party technology, or <i>vulnerable</i> to developments in: Market/Society (Trends), Technology, Regulations...</p> <p>Validated <input type="checkbox"/></p> | <p>Partnerships Who do you need to partner with to make this happen? What value are your partners getting from partnering with you? Why would they partner with you?</p> <p>Validated <input type="checkbox"/></p> | <p>Channels Through what channels can you reach your customers, and funnel leads into sales?</p> <p>Validated <input type="checkbox"/></p> |
| <p>Early Traction / Revenue / Recurring cust./ Retention? What traction are you getting from these early adopters? LOI? Some revenue? Are they recurring customers? If not, consider if your Early Adopters might be elsewhere.</p> <p>Validated <input type="checkbox"/></p> | <p>Prevalence of competitors? How ubiquitous / dominant / common are the existing solutions? Early/Late to market? Red/Blue ocean? Dominated by big players?</p> <p>Validated <input type="checkbox"/></p> | <p>Strength of competitive advantage? How sustainable is your competitive advantage, short-term and long-term? What are its vulnerabilities?</p> <p>Validated <input type="checkbox"/></p> | <p>Risk (Impact x Likelihood)? How <i>likely</i> is it that those factors would change, and what would the <i>consequence</i> of that change be for your business?</p> <p>Validated <input type="checkbox"/></p> | <p>Dependency on partners? If a partnership does not work out, how difficult would it be to find an equivalent alternative?</p> <p>Validated <input type="checkbox"/></p> | <p>Repeatable sales process? Have you found the marketing and sales process through which you can predictably generate leads and turn them into recurring sales?</p> <p>Validated <input type="checkbox"/></p> |