

Prepared for:

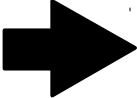
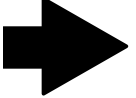
Prepared by:

Date:

Vers:

## Customers

## Competitors

<b>Who are you trying to reach?</b>		<b>How is your product better?</b>	<b>Who are your competitors?</b>	
<b>What problem do you solve?</b>	<b>What do your customers value?</b>		<b>What are their strengths?</b>	<b>What are their weaknesses?</b>
<b>Channels</b>		<b>Metrics</b>	<b>Cost</b>	<b>Funding</b>
			 <hr style="display: inline-block; width: 100px; vertical-align: middle; margin-right: 10px;"/> <b>ROI</b>	