

Problem-Solution-Fit



Motivation

What motivates you to start a business?
What is your entrepreneurial identity?



Customer

What is your (primary) customer and user segment that unlocks the most potential for your business?



Problem

Pains

Find a great problem worth solving and define its characteristics!



Jobs

What jobs are your customers trying to get done?



Solution

Gains

How do you solve the problem?

Product-Market-Fit



Product / Service

What bundle of products and services do you offer to your customers?



Value Propositions

What kind of value do you create for your customers with your products and services?



USP

Unfair Advantage



Go to Market

How do you get your (first) customer to buy your product and use your service?



Competition

Who are your main competitors and how does their offering look like compared to yours?

Execution-Fit



Team Roles & Competencies

What is your team role? Do you need a team-up?



Network & Partners

Sketch out your current network! Who matters?



Co-Creation

How can you combine your competencies and network to create value?



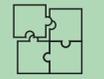
Call to Action

Roadmap



Risk Compass

Define your affordable loss!



Requirements

Develop your value chain!
What do you buy?
What do you make?



Intellectual Property

Define strategies to secure your IP!

Scaling



Investment

How much money do you need before you earn?



Performance

Define your growth strategy!



Deal & Exit

Find your investment partner!