

**PROBLEM OR DESIRE**



**SOLUTION**



**UNIQUE VALUE PROPOSITION**



**COMPETITIVE ADVANTAGE**



**BUYER PERSONA'S**



**FOREIGN ALTERNATIVES**



**EXPORT KPI'S**



**PROJECT NAME**

**DATE**

**CHANNELS & COUNTRIES**



**HIGH CONCEPT PITCH**



**EARLY ADOPTERS**



**COST STRUCTURES**



**REVENUE STREAMS**



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