Cost Structure

**Opportunities**

Identify three opportunities that will grow your business

**Product/Service**

1.

2.

3.

**Market**

1.

2.

3.

**Key Activities**

What are the key activities required to bring the product/service to market?

1.

2.

3.

4.

5.

6.

7.

**Value Propositions**

1.

2.

3.

**The Problem/Need**

1.

2.

3.

**How does your product/service solve the customers’ problem/need?**

1.

2.

3.

**What is your uniqueness?**

Define your USP

1.

2.

3.

**Competitors**

**Competitor 1**

**Competitor 2**

**Competitor 3**

**Customers**

**Who are your customers?**

1.

2.

3.

**Where do you find your customers?**

1.

2.

3.

**Key Resources**

**Human Resources**

1.

2.

3.

**Technology**

1.

2.

3.

**Other**

1.

2.

3.

**Channels**

**Offline**

1.

2.

3.

**Online**

1.

2.

3.

**Revenue Streams**

1.

2.

3.

4.

5.

**Funding Requirements**

1.

2.

3.

4.

5.

**Marketing Activity**

**Total Budget**

**Offline**

1.

2.

3.

**Online**

1.

2.

3.

**Risks**

Identify three main risks and your solution to minimise risk.

1.

2.

3.

**Cost Structure**

1.

2.

3.

4.

5.