

# Business model template

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<p><b>Problem</b></p> <p><i>Top 3 problems</i></p> <p>XXXXXX</p>	<p><b>Solution</b></p> <p><i>Top 3 features</i></p> <p>XXXXXX</p> <hr/> <p><b>Key Activities</b></p> <p><i>Activities that drive dev / retention / revenue</i></p>	<p><b>Unique Value Proposition</b></p> <p><i>Single, clear, compelling message that states why you are different and worth buying</i></p> <p>XXXXXX</p>	<p><b>Unfair Advantage</b></p> <p><i>Can't be easily copied or bought</i></p> <p>XXXXXX</p> <hr/> <p><b>Customer Relationships</b></p> <p><i>Interaction with customers</i></p> <p>XXXXXX</p>	<p><b>Customer Segments</b></p> <p><i>Target customers and profile</i></p> <p>XXXXXX</p>	
<p><b>Key Partners</b></p> <p><i>Critical suppliers</i></p> <p>XXXXXX</p>	<p><b>Key Resources</b></p> <p><i>Critical employees</i></p> <p>XXXXXX</p>		<p><b>Channels</b></p> <p><i>Path to customers (free and paid)</i></p> <p>XXXXXX</p>		
<p><b>Key Systems</b></p> <p><i>IT support</i></p> <p>XXXXXX</p>	<p><b>Internal Risks</b></p> <p><i>Can go wrong in the company</i></p> <p>XXXXXX</p>		<p><b>Key Performance Indicators</b></p> <p><i>Success factors</i></p> <p>XXXXXX</p>		<p><b>External Risks</b></p> <p><i>Can go wrong in the market</i></p> <p>XXXXXX</p>
<p><b>Cost Structure - Fixed and variable</b></p> <p><i>Customer acquisition costs</i>  <i>Distribution</i>  <i>Development</i>  <i>Labour, etc</i></p> <p>XXXXXX</p>			<p><b>Revenue Streams - Fixed and variable</b></p> <p><i>Revenue Model</i>  <i>Life time value</i>  <i>Revenue</i>  <i>Gross Margin, etc</i></p> <p>XXXXXX</p>		
<p><b>Product</b></p>			<p><b>Market</b></p>		