Lean Startup Business Plan

PROBLEM 01

- List a frustration your target market has.
- Gamer essentials are too expensive, without much difference in features
- Most products are limited to wealthier gamers

Existing Alternatives
- List a potential competitor and their offering.
- Pin & Ark has a trendier marketing approach that appeals to all demographics
- Wrode Co. has a "for students" essentials line

UNIQUE VALUE PROPOSITION 02

- Write about what makes your product special so you can convince a stranger to become your customer.

High-Level Concept
- Provide a short, catchy, easy-to-remember description of your product

CUSTOMER SEGMENTS 03

- List personas of the people that you expect to use your product.
- Students
- Professionals

EARLY ADOPTERS
- List specific characteristics of your early adopters.
- Students who see gaming as a break from the stress of academic demands
- Professionals who appreciate gaming as a means to unwind from the five-day workweek

COST STRUCTURE 04

- What are the fixed and variable costs to launch your product or service? Consider the cost at each stage from setting up a website, hiring employees, production, marketing, and bringing them to consumers.

SOLUTION 05

- List how your business can solve a customer's problem.
- Offer innovative gaming products at a friendlier price
- Appeal to a younger demographic who use allowances for their gaming needs

KEY METRICS 06

- List a metric by which you measure the success of your business.
- 10% profit increase by our third year
- Increased customer retention rate at the end of each year

UNFAIR ADVANTAGE 07

- List what sets you apart from competitors.
- Budget-friendly games and other essentials for younger gamers
- New features that work across multiple gaming devices

CHANNELS
- List the ways you plan to reach your audience.
- Physical store
- Social media

REVENUE STREAMS 08

- How will you generate income? Show a pricing model of your product or service and include other revenue sources, such as sales and subscription fees.

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