



# Lean Startup Business Plan

PROBLEM01	SOLUTION05
<ul style="list-style-type: none"><li>List a frustration your target market has.</li><li>Gamer essentials are too expensive, without much difference in features.</li><li>Most products are limited to wealthier gamers.</li></ul> <p>Existing Alternatives</p> <ul style="list-style-type: none"><li>List a potential competitor and their offering.</li><li>Pin &amp; Ark has a trendier marketing approach that appeals to all demographics.</li><li>Wrode Co. has a "for students" essentials line.</li></ul>	<ul style="list-style-type: none"><li>List how your business can solve a customer's problem.</li><li>Offer innovative gaming products at a friendlier price.</li><li>Appeal to a younger demographic who use allowances for their gaming needs.</li></ul>
UNIQUE VALUE PROPOSITION02	KEY METRICS06
<ul style="list-style-type: none"><li>Write about what makes your product special so you can convince a stranger to become your customer.</li></ul> <p>High-Level Concept</p> <ul style="list-style-type: none"><li>Provide a short, catchy, easy-to-remember description of your product.</li></ul>	<ul style="list-style-type: none"><li>List a metric by which you measure the success of your business.</li><li>10% profit increase by our third year.</li><li>Increased customer retention rate at the end of each year.</li></ul>
CUSTOMER SEGMENTS03	UNFAIR ADVANTAGE07
<ul style="list-style-type: none"><li>List personas of the people that you expect to use your product.</li><li>Students.</li><li>Professionals.</li></ul> <p>EARLY ADOPTERS</p> <ul style="list-style-type: none"><li>List specific characteristics of your early adopters.</li><li>Students who see gaming as a break from the stress of academic demands.</li><li>Professionals who appreciate gaming as a means to unwind from the five-day workweek.</li></ul>	<ul style="list-style-type: none"><li>List what sets you apart from competitors.</li><li>Budget-friendly games and other essentials for younger gamers.</li><li>New features that work across multiple gaming devices.</li></ul>
COST STRUCTURE04	CHANNELS08
<ul style="list-style-type: none"><li>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.</li></ul>	<p>CHANNELS</p> <ul style="list-style-type: none"><li>List the ways you plan to reach your audience.</li><li>Physical store.</li><li>Social media.</li></ul>
	REVENUE STREAMS09
	<ul style="list-style-type: none"><li>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.</li></ul>

# Small Business Start Up Index 1991 Issue 3

**Dr Ranjit Kumar Singh, IAS (AIR-49)**



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