

# Lean Startup Business Plan

PROBLEM 01	SOLUTION 05
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	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
UNIQUE VALUE PROPOSITION 02	KEY METRICS OF
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	List a metric by which you measure the success of your business.     10% profit increase by our third year     Increased oustomer retention rate at the end of each year.
CUSTOMER SEGMENTS 03	UNFAIR ADVANTAGE 00
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 garning as a break from the stress of academic demands Professionals who appreciate garning as a means to unwind from the five-day workweek.	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
COST STRUCTURE 04	REVENUE STREAMS DE
<ul> <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>	<ul> <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**

**BM King** 

## **Small Business Start Up Index 1991 Issue 3:**

Small Business Start Up Index 1991 Michael Madden, 1991-12-01 Forthcoming Books Rose Arny, 2003-04 Monthly Catalog of United States Government Publications United States. Superintendent of Documents, 1991 Be a Startup Superstar Steven Kahan, 2019-11-26 Find a job and guickly climb the ranks at a tech startup even if you re not a techie Are you underemployed or struggling to find a fulfilling career Stuck on a low rung of the corporate ladder and don t see a way up anytime soon You re not alone Like many recent college grads and people who feel stuck in their corporate jobs you ve probably never considered working for a technology company that s just starting out especially if you re not a tech whiz That doesn't matter Tech startups are desperate for talent and creativity in all kinds of fields from people with leadership skills and new ideas people like you If you re looking to turn your general business know how into a wildly successful career Be a Startup Superstar is your guide Yes you can love your work feel energized by your role and earn the income of your dreams Author Steven Mark Kahan left his safe corporate job to join his first tech startup and since then he has helped seven startup companies sell or go public meaning early employees usually score big In this breakthrough book Steve shows you how to Look for five key traits when choosing a tech startup Get hired at a tech startup with your existing degree skills and experience Develop the leadership attributes and entrepreneurial mindset that can launch you to the top Make better decisions and get better outcomes in the tech startup world and beyond Be a Startup Superstar provides the expert insider guidance you need to ignite your career by joining the tech startup revolution Monthly Catalogue, United States Public Documents ,1992 Australian national bibliography, 1961 **Monthly Catalog of United States Government Publications** ,1991 Subject Guide to Books in Print ,1997 Australian National Bibliography: 1992 National Library of Australia, 1988 Monthly Labor Review United States. Bureau of Labor Statistics, 2006 Publishes in depth articles on labor subjects current labor statistics information about current labor contracts and book reviews

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  - o Chapter 2: Essential Elements of Small Business Start Up Index 1991 Issue 3
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