



Lean Startup Business Plan

PROBLEM01	SOLUTION05
<ul style="list-style-type: none">List a frustration your target market has.Gamer essentials are too expensive, without much difference in features.Most products are limited to wealthier gamers. <p>Existing Alternatives</p> <ul style="list-style-type: none">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.	<ul style="list-style-type: none">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 PROPOSITION02	KEY METRICS06
<ul style="list-style-type: none">Write about what makes your product special so you can convince a stranger to become your customer. <p>High-Level Concept</p> <ul style="list-style-type: none">Provide a short, catchy, easy-to-remember description of your product.	<ul style="list-style-type: none">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.
CUSTOMER SEGMENTS03	UNFAIR ADVANTAGE07
<ul style="list-style-type: none">List personas of the people that you expect to use your product.Students.Professionals. <p>EARLY ADOPTERS</p> <ul style="list-style-type: none">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.	<ul style="list-style-type: none">List what sets you apart from competitors.Budget-friendly games and other essentials for younger gamers.New features that work across multiple gaming devices.
COST STRUCTURE04	CHANNELS08
<ul style="list-style-type: none">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.	<p>CHANNELS</p> <ul style="list-style-type: none">List the ways you plan to reach your audience.Physical store.Social media.
	REVENUE STREAMS09
	<ul style="list-style-type: none">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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Rose Army



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reviews Global Entrepreneurship and Development Index 2012 Zoltán J. Ács,László Szerb,2011 If the key to future global

economic growth is the spread of innovation and entrepreneurship in the developing world how can that spread be

encouraged This book determines the conditions that favour entrepreneurship devises a way to measure them and then

assesses the gaps and improvements needed in each country **HMSO Monthly Catalogue** Great Britain. Her Majesty's

Stationery Office,1991 Legislative Calendar United States. Congress. House. Committee on Banking, Finance, and Urban

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