



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.

Small Business Start Up Index 1991 Issue 3

Steven Kahan



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