

Lean Startup Business Plan

PROBLEM 01	SOLUTION
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 OF
 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. 	 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

Dr Ranjit Kumar Singh, IAS (AIR-49)

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vast collection of Multiple Choice Questions MCQs which are aligned with the formats typically found in exams like UPSC State PSCs and other competitive exams Chapter wise and Topic wise Organization The book is carefully structured into Chapter wise and Topic wise sections making it easy for candidates to focus on specific topics based on their individual needs or areas of weakness 1300 Solved MCQs It includes 1300 solved MCQs each question followed by a detailed explanation to help candidates understand the rationale behind the correct answer and how to approach similar questions in future exams

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