

Researcher's Name:

Research Position:

Idea pitch *What is it? What might the product/service do? What problem might it solve? Who will use it? What is valuable to the user?*

1. Problem

*Why did you think/start the research?
What problems are you trying to overcome?*

2. Solution

What features make your approach better?

3. Unique Value Proposition

*What is different/novel and worth buying/using? What are the benefits?
What value does it provide to the user/customer?*

4. Unfair Advantage

What is the unfair advantage – can't be easily copied or bought?

5. Customer Segments

Who are the target users, who will get the value?

6. Channels

Path to customers – direct, online, SAAS, distributors etc?

7. Key Metrics

Key activities you measure, objectives, timelines, resources – people/expertise, equipment.

8. Cost Structure

*Customer Acquisition Costs, Distribution Costs, Hosting, People, etc.
Next steps – what do I need to do next in my research to get me there?*

9. Revenue Streams

Revenue Model, Life Time Value, Revenue, Gross Margin