

Startup Vision Definition

Title: _____

Date _____

Customer

Market Segment:

Channels (customer access):

Value Creation

Logical Need:

Emotional Desire:

Product

Primary Function:

Business Model Archetype:

Competition

Differentiation:

Competitive Advantage:

Team

Core Team (hacker & hustler):

Key Partnership(s):

Finance

Sunk costs:

Working Capita:

Elevator Pitch