



# Lean Startup Business Plan

<b>PROBLEM</b> <span style="float: right;"><b>01</b></span>	<b>SOLUTION</b> <span style="float: right;"><b>05</b></span>
<ul style="list-style-type: none"> <li>List a frustration your target market has.</li> <li>Gamer essentials are too expensive, without much difference in features</li> <li>Most products are limited to wealthier gamers</li> </ul> <p>Existing Alternatives</p> <ul style="list-style-type: none"> <li>List a potential competitor and their offering.</li> <li>Pin &amp; Ark has a trendier marketing approach that appeals to all demographics</li> <li>Wrode Co. has a "for students" essentials line</li> </ul>	<ul style="list-style-type: none"> <li>List how your business can solve a customer's problem.</li> <li>Offer innovative gaming products at a friendlier price.</li> <li>Appeal to a younger demographic who use allowances for their gaming needs.</li> </ul>
<b>UNIQUE VALUE PROPOSITION</b> <span style="float: right;"><b>02</b></span>	<b>KEY METRICS</b> <span style="float: right;"><b>06</b></span>
<ul style="list-style-type: none"> <li>Write about what makes your product special so you can convince a stranger to become your customer.</li> </ul> <p>High-Level Concept</p> <ul style="list-style-type: none"> <li>Provide a short, catchy, easy-to-remember description of your product</li> </ul>	<ul style="list-style-type: none"> <li>List a metric by which you measure the success of your business.</li> <li>10% profit increase by our third year</li> <li>Increased customer retention rate at the end of each year</li> </ul>
<b>CUSTOMER SEGMENTS</b> <span style="float: right;"><b>03</b></span>	<b>UNFAIR ADVANTAGE</b> <span style="float: right;"><b>07</b></span>
<ul style="list-style-type: none"> <li>List personas of the people that you expect to use your product.</li> <li>Students</li> <li>Professionals</li> </ul> <p>EARLY ADOPTERS</p> <ul style="list-style-type: none"> <li>List specific characteristics of your early adopters.</li> <li>Students who see gaming as a break from the stress of academic demands</li> <li>Professionals who appreciate gaming as a means to unwind from the five-day workweek.</li> </ul>	<ul style="list-style-type: none"> <li>List what sets you apart from competitors.</li> <li>Budget-friendly games and other essentials for younger gamers</li> <li>New features that work across multiple gaming devices.</li> </ul> <p>CHANNELS</p> <ul style="list-style-type: none"> <li>List the ways you plan to reach your audience.</li> <li>Physical store</li> <li>Social media</li> </ul>
<b>COST STRUCTURE</b> <span style="float: right;"><b>04</b></span>	<b>REVENUE STREAMS</b> <span style="float: right;"><b>08</b></span>
<ul style="list-style-type: none"> <li>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.</li> </ul>	<ul style="list-style-type: none"> <li>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.</li> </ul>

# The Startup S Free

**Raffaela Di Napoli**



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