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Categories

- 📑 **Company Overview**
- 🎯 Objectives
- ⚡ Key Results
- 🏆 Competitive Landscape
- 📄 Lean Canvas

📑 **Company Overview**

Brief description of your company, its main products or services, and any other valuable strategic information

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◎ **Reduce churn**

An Objective is a qualitative statement outlining a high level goal your product is set to achieve. These are typically intentionally broad and speak to the team's long-term mission.

◎ **Objective #2**

Description

◎ **Objective #3**

Description

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Increase average deal size by 50%

Specific and actionable, Key Results reflect the actions you want to take to achieve your objective. They are usually a numerical metric for growth, performance, or engagement, but they can also represent a milestone that is done or undone.

Key Result #2

Description

Key Result #3

Description

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Competitive landscape table provides an overall market outlook and helps assess your next steps for your brand and business

	ARIA	**Spotify**	** Music**
Overview	Founded in 2021 – Denver, Colorado	Founded in 2006 – Stockholm, Sweden, it is one of the world's largest music streaming services	Launched in 2015 – it is one of the world's leading music services
Business Model	Paid and Freemium	Paid and Freemium subscription models. Freemium subscription includes ad-monetization	Premium (paid) only
Pricing	$9.99/month	$9.99/month	$9.99/month
Strengths	• Artists focused • New music ownership model • Web3 support	• Brand recognition • Extensive Music Library	• Exclusive artists content • IOS native
Weaknesses	• New to the market	• Low royalty payments for artists	• No free plan

Lean Canvas

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- **Lean Canvas**

The Lean Canvas model helps deconstruct a business idea into its key assumptions. Deeply influenced by the lean methodology, the Lean Canvas servers as a tactical plan to guide a business from ideation through build.

1 - Problem	4 - Solution	3 - Unique Value	9 - Unfair	2 - Customer Segment
Top 3 problems: 1. First 2. Second 3. Third	Top 3 features	Single clear and compelling message that states why you are different and worth buying	Advantage Can't be easy copied or bought	Target customers
Existing Alternatives List how these problems are solved today	**8 - Key Metrics** Key activities to measure	**High Level Concept** List your X for Y analogy	**5 - Channels** Path to customers	**Early Adopters** List of the characteristics of your ideal customers

7 - Cost Structure	6 - Revenue Streams
List your fixed and variable costs Customer acquisition costs Distribution costs Hosting People Etc...	List your sources of revenue Revenue model Life time value Revenue Gross Margin