

The Business Model Canvas

<p>PROBLEM</p>	<p>SOLUTION Outline a possible solution for each problem.</p>	<p>UNIQUE VALUE PROPOSITION Single, clear, compelling message that turns an unaware visitor into an interested prospect.</p>	<p>UNFAIR ADVANTAGE Something that cannot be easily copied or bought.</p>	<p>CUSTOMER SEGMENTS List your target students and users.</p>
<p>EXISTING ALTERNATIVES List how these problems are solved today.</p>	<p>KEY METRICS List the key numbers that tell you how the college is doing.</p>	<p>HIGH-LEVEL CONCEPT</p>	<p>CHANNELS List your path to success.</p>	<p>EARLY ADOPTERS</p>
<p>COST STRUCTURE</p> <p>TODAY</p> <p>FUTURE</p>		<p>REVENUE STREAMS List your sources of revenue.</p> <p>TODAY</p> <p>FUTURE</p>		