What is *your* unique selling point? (usp)

Value Propositions

Who are *you* paying?

Expenses

What pays *you*?

Income

How do *you* communicate with customers?

Customer Experience

Who are *your* customers?

Target Customers

What are *your* platforms to reach the customers?

Communication / Distribution

Who is helping *you*?

Partners

What do *you* do?

Functions

What do *you* need?

Resources