

Startup Map Worksheet

Product/Service

What are you selling?

- Break it down into categories of products/services. For example: food, drinks, catering, etc.

Value

What is the value of your product to the customer?

- What is the value to the customer of your product or service? For example: meet a need, avoid pain, social statement, enjoyment/entertainment? It can be more than one.

Market

Who is going to buy your product/service?

- Describe your typical customer. Who are they? (There can be more than one type of typical customer.)
- What are factors that motivate their purchase decision for this good/service?
- Where are they located & how will they buy?
- Who are your competitors in that area?

The Industry

What is going on in that industry?

- What are some of the trends in the industry?
- What are the threats to the industry?
- What are the opportunities?

Revenue/Costs

How much will it cost and how much will you make?

- List the things you'll have to pay for in order to open the business? How much do those things cost?
- Name the ongoing monthly expenses? Determine the amount of those as best you can.
- What is your monthly expected revenue? Remember, start slow.