

UBUNTU EDUCATION

Your vision					
Your 12 months target					
The opportunity	Opportunity size	Your tribe	UVP	How you reach your tribe	Where you sell your product / service
The problem The market gap	The market size	Your target audience Age Sex Location SEC	Your unique value proposition, why your customers will select your product/service over the competition	Your marketing channels	Your sales channels
How you will get there	What are your top resources	Who will support you	Your pricing strategy	Your cost structure	Your revenue structure
What are the initiatives you will do to reach your vision	What are the main resources your rely on	Who are the different partners you rely on	Define your pricing strategy	What's your cost breakdown	What's your revenue breakdown