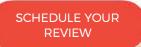
## Revenue Flywheel™



In the Revenue Flywheel<sup>™</sup>, successfully understanding each part of your business drives momentum to more and better insights. Fill out each block, paying special attention to the highlighted blocks. You can type directly into the PDF. Then schedule your free Revenue Flywheel<sup>™</sup> consultation and we'll help you complete it with a better understanding of your product, your market, and how to build momentum for your success.





Problem  Top 3 problems you solve	Solution  Top 3 features of your product/service	Unique Value Proposition Single, clear compelling message that states why you are different and worth buying	Unfair Advantage  Can't be easily copied or bought by competitors	Customer Segments Your target customers
	Key Metrics  Key activities you measure		Channels Ways you reach customers	
Cost Structure Customer Acquisition Costs Distribution costs Hosting People, etc.				Revenue Streams  Revenue Mode Life Time Valu Revenu Gross Margi

**PRODUCT** 

**MARKET**