

The WTG Business Model Canvas

Customers	Problems	Solution	Competitive Advantages	Channels
Target Customers and Brief Profile	Top 3-5 Problems	Top 3-5 Features and Benefits	Top 3-5 Differentiators	Primary Ways You'll Get In Front of Customers
Delivery/Fulfillment		Pricing	Profit Model	
How Customers Will Access/Receive Your Solution		Your Simple Pricing Model	Revenue COGS Gross Margin Expenses Net Profit Margin LTV	