

 **Business South**  
**Business Idea Builder Matrix**

Your Why:



**Customer**  
Who do you serve?



**Problem**  
What problem do they have?



**Solution**  
What do they get?



**Message**  
What's your story and how will they hear it?



**Revenue**  
How do you make money?



**Options**  
What other options exist?



**Benefit**  
Why do they want what you offer?



**Channels**  
How does your product or service get to your customer?



**The Edge**  
Why choose you?



**Startup Needs**  
What one-off things do you need to get started?



**Ongoing Costs**  
What ongoing needs are essential?