What? Elevator Pitch:			When?	
Vision:			Stage:	
Value Proposition:			Launch Date:	
			Success Date:	
Key Metrics:	Who? Customer Segments:		Important Dates:	
Key Resources:	Early Adopters: Key Pc		rtners:	
Why? Problem:			Channels:	
	Existing Alternatives:			
		Key Resources: Early Adopters:	Key Resources: Early Adopters: Key Par   Where? Where?	

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