

Product or idea School lunch planner		Designed by	Date	Version Illustrative example
Problem What are the main one to three problems your customers have today? Add the existing alternatives they use. Planning and packing lunches takes time each evening. Alternatives are improvising, buying ready-made items or using shared recipes.	Solution What is the simplest feature set that addresses each problem? A weekly plan, an automatic shopping list and a simple swap function for foods a child refuses.	Unique value proposition Why are you different, and why is it worth attention? Write one clear sentence. A week of lunches planned in ten minutes, with a single shopping list.	Unfair advantage What can you hold that competitors cannot easily copy or buy? Leave it blank if you have none yet. None yet. The founder may build one from a growing library of tested recipes.	Customer segments Who has these problems, and which early adopters feel them most? Working parents of primary-school children. Early adopters are parents who already plan meals on paper.
	Key metrics Which few numbers show whether the business is working? Number of plans created each week, share of parents who return the next week and number who pay after a trial.		Channels How will you reach your first customers? School parent groups, local newsletters and word of mouth.	
Cost structure What must you spend to acquire customers and deliver the product? Hosting, recipe content and customer support.		Revenue streams What will customers pay for, and how much? A small monthly subscription.		