

MY BUSINESS ROADMAP

**What are you selling and why is it unique?
(Describe and add pictures)**

What big problem does your product or service solve and how? (Profitable businesses solve real problems)

**Who are you selling to?
(Use statistics to describe customer demographics and purchase behaviour)**

**What are your projected revenues and costs for the next 3 years?
(Revenue > cost = profit)**

**What evidence do you have that your product/service is in demand?
(Use statistics)**

**How will you price your product/service?
(Insert a pricing grid)**