

## The Vision

What is your marketplace idea?

Company:

Date:

Version:

## The Buyers

Who is your ideal customer?

## The Sellers

Who is your ideal supplier?

## The Problem

What is the problem your marketplace will help solve?

## The Solution

How is your idea a solution to the problem?

## The Expected Benefits: Buyers

How will buyers benefit from your marketplace?

## The Expected Benefits: Sellers

How will sellers benefit from your marketplace?

## Unique Selling Proposition (USP)

What makes your marketplace unique? (fill this out after doing the competitive analysis)

## Business Model & Funding

How will you make money?  
(ex. commission, subscription, list fee, etc)  
How will you initially fund the business?

## End Game

How big do you want to be? What is your ultimate goal? Ex. IPO, acquired, cash flow

## Timing

Why is now the right time to solve the problem? (market gaps, trends, regulatory blockers, etc.)