

10. Your Task:				
2. Client Problems:	4. Our solution:	3. Unique selling proposition (USP):	9. Not an honest competitive advantage:	1. Customer segments:
2.1 Existing Alternatives:	8. Key metrics:	3.1 High-level concept:	5. Channels to clients:	1.1 Early adopters::
7. Company description, website addresses, social network accounts:			6. Description of competitors, links, any information about your competitors:	
Nº	Group of risks		Risk statement	
1	Customers problems			
2	Channels			
3	Income and expenses			
4	Size of consumer segments			
5	Technical possibility of a solution			

Please send a completed brief to e-mail – [info@morsfera.com](mailto:info@morsfera.com)

## Comments on filling out

### 1. Customer segments

Which user groups should become our customers?

#### 1.1. Early adopters

The very first customer categories to which we will sell our solution, who is our first perfect customer?

### 2. Client problems

Top 3-5 pains.

#### 2.1. Existing alternatives

If clients are already solving a problem, describe how.

### 3. USP

Just and clear as we are better than competitors, why do we need to use our service? Why would the client invest money and time in us? «Hot fresh pizza in 30 minutes, in time – you will get free pizza.»

#### 3.1. A high-level concept

Is the shortest description of your product that anyone can understand.

### 4. Our solution

3 of the most important features of our decision. Something good that we have / something obsolete that we got rid of or help get rid of it. Within MVP only!

### 5. Channels to clients online/offline

How will our clients recognise us? How to reach the first early adopters? Who are our key partners? Is a viral effect possible?

### 6. Description of competitors

### 7. About your company

### 8. Key metrics, KPI's and others

### 9. Not an honest competitive advantage

Something that other teams/competitors can't buy/copy, insider information, personal authority, dream team, understanding how to provide a viral effect.

### 10. Your Task

Describe the task that needs to be solved within the framework of your project.