

BUSINESS MODEL & MARKET SIZE

- Making sure there is the business

**Who pays whom?
How much?**

**What is the revenue
model?**

**How are customers paying
today? How much?**

**Where and how do you
anchor the price
perception?**

Total addressable market:

1st year sales:

Plan for 1st month sales:

How much? How? To whom? Who?

Potential target market:

Cost structure?

Key elements for EBIT?

