

# Business Model Template

*This activity was modified from VentureLab.*

<b>Product or Service:</b>	
<p><b><u>Competitive Advantage:</u></b></p> <p><i>This is different from other products because...</i></p>	
<p><b><u>Target Market/Customer:</u></b></p> <p><i>The people who buy this product are mostly...</i></p>	
<p><b><u>Distribution Channels:</u></b></p> <p><i>This product is sold in/on...</i></p>	
<p><b><u>Resources:</u></b></p> <p><i>The resources needed to make this product are...</i></p>	
<p><b><u>Expenses:</u></b></p> <p><i>I spent money on...</i></p>	
<p><b><u>Revenue:</u></b></p> <p><i>I will make money by...</i></p>	
<p><b><u>Profit (Revenue-Cost=Profit):</u></b></p> <p><i>I will make this much profit by...</i> <i>I will use my profits to...</i></p>	