1. What is the problem you are solving?
   1. Don’t describe what you do, the service you provide, etc. Describe the specific customer problem you are solving.
2. Who are you solving this for?
   1. Who are the potential customers?
3. What are they (the customers) doing today?
   1. Internal solution
   2. Competition
4. What is unique about the way you are solving this problem?
   1. What is your Unique Value Proposition (UVP)?