|  |  |  |  |
| --- | --- | --- | --- |
| **Business Name** | | **Business Model Type** | **Closest Competitor** |
| **Value Proposition** | | | **Competitive Advantage** |
| **ACQUISITION**  Search visits/month | Search Phrase(s) | **BEHAVIOR**  Domain Name | **CONVERSIONS**  Primary Revenue Stream |
| Social visits/month | Primary Social Platform | Primary Use Case | Primary Conversion Goal |
| Number of Followers |
| **CONVERSION EQUATION**  \*  Visitors/month | | %  Conversion Rate | =  Conversions/month |

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