

NETFLIX

<p>Problem List your top 1-3 problems</p> <p>Choose what to watch next.</p> <p>Enjoy the show on screen and on the go.</p> <p>Existing Alternatives List how these problems are solved</p> <p>Cinema</p> <p>Satellite TV</p> <p>Youtube/video services</p>	<p>Solution Outline a possible solution for each problem.</p> <p>Film/TV show recommendation system</p> <p>Available on all devices</p>	<p>Unique Value Proposition Single, clear, compelling message that states why you are different and worth paying attention.</p> <p>Our on-demand video service help(s) entertainment lovers who want to access movies and boxsets 24/7 by removing the need to go to the cinema and providing a wide variety at a low cost (unlike cinema, DVDs, scheduled TV).</p> <p>High Level Concept List your X for Y analogy e.g. Youtube = Flickr for videos.</p> <p>This service is like a cinema on all devices and with TV shows.</p>	<p>Unfair Advantage Something that cannot easily be bought or copied.</p> <p>Original Content</p> <p>Entire season releases</p>	<p>Customer Segments List your target customers and users.</p> <p>Mass market consumers</p> <p>Movie fans</p> <p>Genre fans</p> <p>TV Show fans</p> <p>Early Adopters List the characteristics of your ideal customers.</p> <p>Movie/Cinema fans</p>
<p>Cost Structure List your fixed and variable costs.</p> <p>Technology Costs</p> <p>Film/TV Show creation</p> <p>Cost of licences (other people's Film/TV shows)</p>	<p>Revenue Streams List your sources of revenue.</p> <p>Monthly Subscription (£)</p>			