# Blackblot SPE Model for Startups

## Market Opportunity
- What is the profit/risk potential? Identify and justify a valid market opportunity.
  - Market Opportunity Assessment and Validation
  - Terminology

## Market Problem
- What to solve? What needs? Describe the market difficulty and desired functionality.
  - User Statements
  - Use Cases
  - Product Roadmap

## Product Development
- How to solve? How to build? Realize the required features and technology.
  - Product Statements
  - Feature Set
  - Technology

## Market Messaging
- What information do they buy? Outline the product's value and positioning information.
  - Value Proposition
  - Product Positioning
  - Unique Selling Proposition

## Product Delivery
- Which approach to win? Formulate the strategy mix and business model.
  - Business Strategy
  - Market Strategy
  - Product Strategy
  - Business Model