**Company Progress Report – Month Year**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Things Validated** | **Initial Indications** | **Identified Issues** | **Still Unknown** |
| Problem Solved |  |  |  |  |
| Market Landscape (cust segments, partnerships, competitors, trends) |  |  |  |  |
| Value Proposition & Buyer Persona |  |  |  |  |
| Solution |  |  |  |  |
| Go-to-Market Method (sales, channel) |  |  |  |  |
| Revenue Streams & Monetization |  |  |  |  |
| Unfair Advantage |  |  |  |  |
| Fulfillment & Support |  |  |  |  |

Published for open source use by Shockwave Innovations Described in blog post “A Simple Back-of-Napkin Assessment of Your Company’s Current Situation”:

Template at [www.shockwaveinnovations.com/resources](http://www.shockwaveinnovations.com/resources) <http://shockwaveinnovations.com/2013/01/24/a-simple-back-of-napkin-assessment/>