

CUSTOMER

WHO DO YOU SERVE?



PROBLEM

WHAT IS THE PROBLEM YOUR CUSTOMER HAS?



SOLUTION

WHAT DO YOU OFFER YOUR CUSTOMER?
WHAT DOES YOUR CUSTOMER GET?



MESSAGE

WHAT IS YOUR STORY?
HOW DOES YOUR CUSTOMER HEAR IT?



REVENUE

HOW DO YOU MAKE MONEY FROM
YOUR CUSTOMER?



ALTERNATIVES

HOW IS YOUR CUSTOMER
CURRENTLY SOLVING THE PROBLEM?
WHAT ARE THE ALTERNATIVE SOLUTIONS TO THE
PROBLEM? WHAT'S THE COMPETITION?



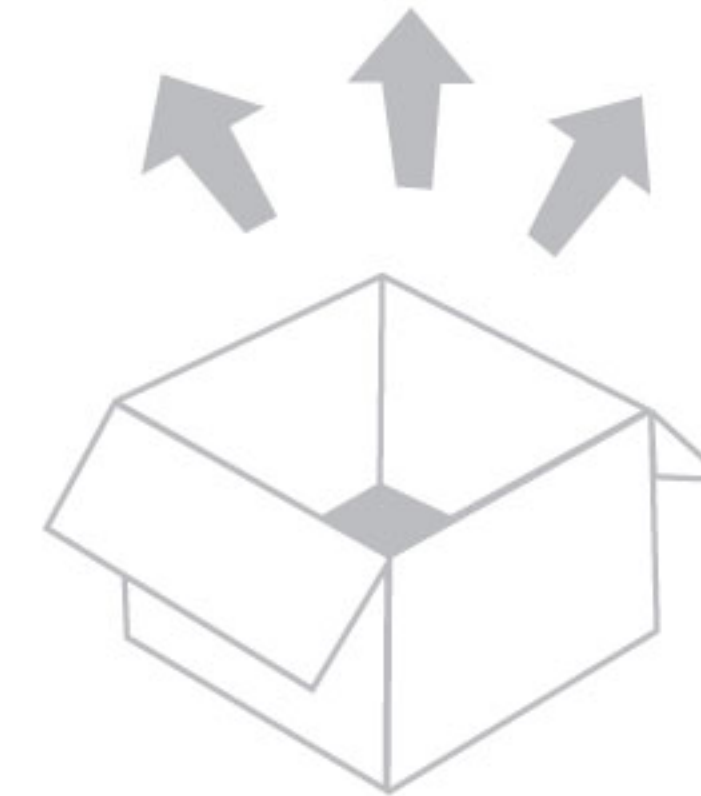
BENEFIT

WHY DOES YOUR CUSTOMER WANT YOUR PRODUCT OR
SERVICE? HOW DO YOU SOLVE THE PROBLEM?



DISTRIBUTION

HOW DOES YOUR PRODUCT OR SERVICE
GET TO YOUR CUSTOMER?



ADVANTAGE

WHAT GIVES YOU THE EDGE OVER THE ALTERNATIVES?
WHY ARE YOU THE BEST PERSON TO DO THIS?



NAME _____

CO.STARTERS[®]
CANVAS

STARTUP NEEDS

WHAT ARE YOUR ONE-TIME NEEDS TO GET STARTED (MONEY, PEOPLE, THINGS, TECHNOLOGY, ACTIVITIES)?



COSTS

WHAT ONGOING NEEDS ARE ESSENTIAL TO KEEP YOU GOING (MONEY, PEOPLE, THINGS, TECHNOLOGY, ACTIVITIES)?

