

## CUSTOMER

WHO WILL YOUR BUSINESS SERVE?



## PROBLEM

WHAT IS THE PROBLEM YOUR CUSTOMER HAS?



## SOLUTION

WHAT WILL YOU PROVIDE TO SOLVE YOUR CUSTOMER'S PROBLEM? (THE FEATURES OF YOUR PRODUCT OR SERVICE)



## BENEFIT

WHY DOES YOUR CUSTOMER WANT YOUR PRODUCT OR SERVICE? WHAT ARE YOU REALLY OFFERING YOUR CUSTOMER?



## COMPETITION

HOW IS YOUR CUSTOMER CURRENTLY SOLVING THE PROBLEM? WHAT ARE THE EXISTING ALTERNATIVES?



## ADVANTAGE

WHAT MAKES YOU BETTER THAN EVERYTHING ELSE OUT THERE? WHAT GIVES YOU THE EDGE OVER YOUR COMPETITION?



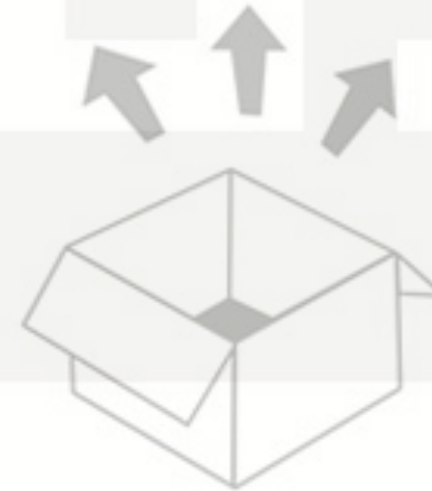
## MESSAGE

HOW DO YOU GET YOUR CUSTOMER TO KNOW, LIKE, AND TRUST YOU? WHAT IS YOUR STORY? HOW DO PEOPLE FIND YOU?



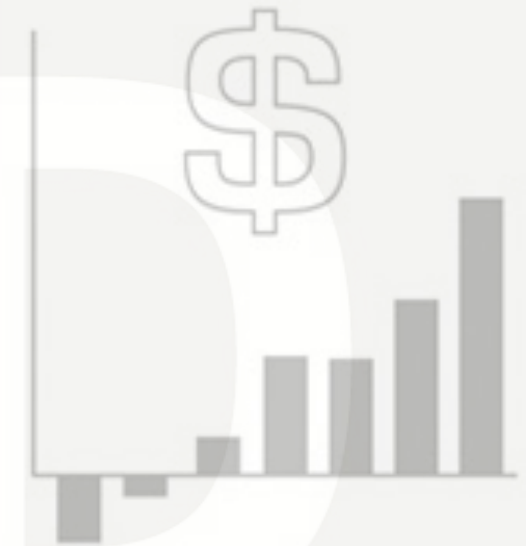
## DISTRIBUTION

HOW DOES YOUR PRODUCT OR SERVICE GET TO YOUR CUSTOMER?



## REVENUE

HOW WILL YOU MAKE MONEY FROM YOUR CUSTOMER?



NAME \_\_\_\_\_

CO.STARTERS  
CANVAS

## STARTUP NEEDS

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



COMING  
SOON



## COSTS

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

NOW  
OPEN

