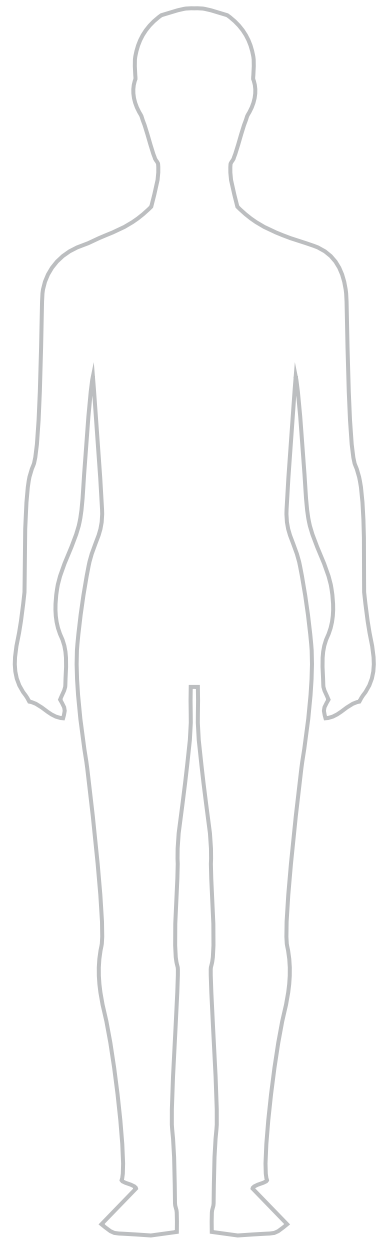


## CUSTOMER

WHO DO YOU SERVE?



## PROBLEM

WHAT IS THE PROBLEM YOUR CUSTOMER HAS?



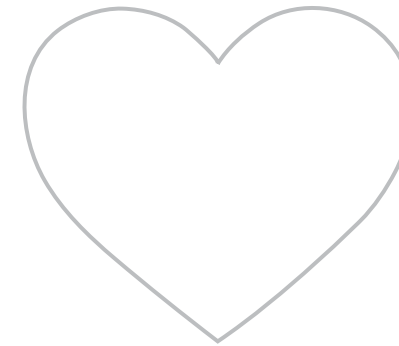
## SOLUTION

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



## MESSAGE

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



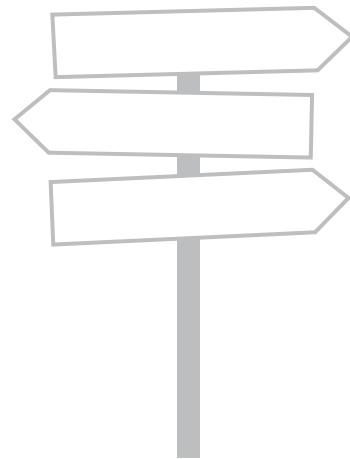
## REVENUE

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?



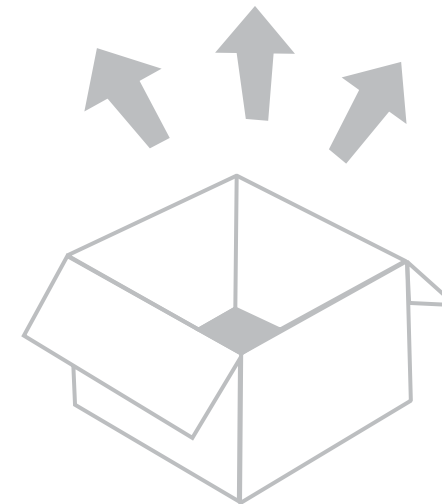
## BENEFIT

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?

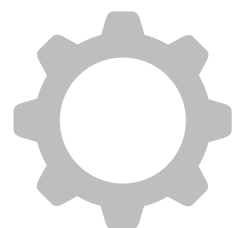


NAME \_\_\_\_\_

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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 YOU GOING (MONEY, PEOPLE, THINGS, TECHNOLOGY, ACTIVITIES)?

NOW  
OPEN

