

The Business Plan Canvas

Designed for:

Designed by:

Date:

Version:

Problem <ul style="list-style-type: none">• Top three problems	Solution <ul style="list-style-type: none">• Top three features	Unique Value Proposition <ul style="list-style-type: none">• Single, clear, compelling message that states why you are different and worth paying attention	Unfair Advantage <ul style="list-style-type: none">• Can't be easily copied or brought	Customer Segments <ul style="list-style-type: none">• Target customers
	Key Metrics <ul style="list-style-type: none">• Key activities you measure		Channel <ul style="list-style-type: none">• Path to customers	
Cost Structure <ul style="list-style-type: none">• Customer acquisition costs• Distribution costs• Hosting• People/Resources• Etc.			Revenue Streams <ul style="list-style-type: none">• Revenue model• Life time value• Revenue• Margin	

P r o d u c t

M a r k e t