



Email: _____

Name: _____

Phone: _____

Business Model Canvas

PROBLEM

What problem does your customer have?

ALTERNATIVES

How is your customer currently solving the problem? What's the competition?

SOLUTION

What do you offer your customer?

ADVANTAGE

What gives you the edge over alternatives?

CUSTOMER

Who do you serve?

BENEFIT

Why does your customer want your product or service?

MESSAGE

What is your story? How does your customer hear it?

DISTRIBUTION

How does your product or service get to your customer?

REVENUE

How do you make money from your customer?

START UP 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)