

# ENTREPRENEURSHIP CANVAS

## PROBLEM

What problem are you solving?



## EXISTING ALTERNATIVES

How are these solved today?



## TARGET CUSTOMERS

For who is this a problem?



## EARLY ADOPTERS

List the characteristics of your ideal customers.



## SOLUTION

How are you solving the problem?



## UNIQUE VALUE PROPOSITION

What makes your solution unique? What are customers paying for? What do they receive through your solution?



## INCOME

How will you make money?



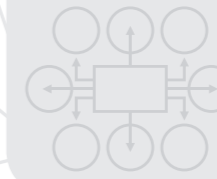
## EXPENSES

What will you need to spend money on to make this business work?



## MARKETING CONNECTIONS

What marketing channels will you use to connect with your customers?



## DISTRIBUTION CONNECTIONS

What distribution channels will you use to get your solution to your customer?



## METRICS

How do you know if your solution is a success?



## UNFAIR ADVANTAGE

What does your business and/or people have that no one else has?

