Business Canvas Template



Problem List 1-3 problems.	Solution Write solutions to these problems. Key Metrics Key numbers that will measure how the business is doing.	Unique Value Proposition Clearly and concisely state what makes your business different and compelling.		Unfair Advantage What's your core competence that cannot be easly copied? Channels List the paths to reach your customers.	Customer Segments Your target customers and users.
Existing Alternatives How are these problems solved today?		High Level Concept List Your Xfor Y analogy pg. YouTube = Flickr for videos.			Early Adopters Characteristics of ideal customers.
Cost Structure List your fixed and variable costs.			Revenue Streams List your sources of revenue.		

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