

Business Idea Canvas

An Idea Canvas is not a business plan, but can help you think through your idea before you write one.

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| The Idea: | | | |
| The Need: Who? Why? | Value proposition: Which one of your customer's problems are you helping to solve? Why would someone want to pay for your product? | Customer segments: Do you create different value for different groups? Which customers are most important? | Key resources: What key resources does your product require? What resources do your business operations require? |
| | Barriers: Will your product have competitors? What keeps customers from using competitors? | Customer relationships: What type of relationship does your customer expect to establish with you? | Key activities: What key activities does your product require? What key activities do your operations require? |
| | | Channels: How do customers want to be reached? Are different customer segments on different channels? Which ones perform best? Which ones are most cost-efficient? | Partners: Who are your key partners? Who are your suppliers and contractors? |
| The Solution: | | | |
| Revenue streams: How much are your customers really willing to pay? How would they prefer to pay? How do they currently pay? | | Cost structure: What are the most important costs in your business model? Which resources are most expensive? Which activities are most expensive? | |