

TIPS FOR EACH SECTION OF YOUR CANVAS

CUSTOMER

Be specific because vague descriptions of your customer result in positioning your business in the “Mushy Middle” which is not a good place for a business to be. *For example:*

- What is the persona of this customer?
- What are their demographics?
- How do they like to buy?
- What else do they buy or what are some of the characteristics of things they buy?

PROBLEM

Describe in some detail the problem your customer is facing that your idea can solve.

ALTERNATIVES

Describe in some detail how your customer is dealing with the situation today. Describe your competition. There is always competition out there, even if it is different in business model or type than your business or idea.

SOLUTION

What are you selling?

BENEFIT

This should be looked at from your customer’s point of view. Make sure you ARE actually solving the problem.

ADVANTAGE

This is your value proposition.

MESSAGE

Describe your business in 20 words or less. What is your essential story? How does your customer hear/read/see/experience that story?

DISTRIBUTION

Are you shipping from home, driving to the customer, setting up a retail location, selling through Amazon or Etsy?

REVENUE

What exactly are customers going to pay for? How will you be paid? When do they pay? List all of your current or projected revenue streams.

STARTUP NEEDS

List out all of the resources required. It is always a lot more than just money. However, for the items that DO cost money, you will need to know how much to expect to spend. If you are already in business, this could represent launching a new product or service line, revamping your organization, etc. Consider the big One-Time events that will get you to the next level.

COSTS

List out all of the resources required to stay in business: people, costs, connections, location (physical and/or online), activities, and events. Just like the Startup Needs, it is always a lot more than just money. However, for the items that DO cost money, you will need to know how much to spend.



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— CELEBRATING 10 YEARS —

ABOUT BIZSTARTS

BizStarts is a one-stop resource center that helps entrepreneurs launch and grow their businesses. Work with a coach or a mentor, and make connections to reach your goals.

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BUSINESS MODEL CANVAS

HOW DOES YOUR COMPANY CREATE AND DELIVER VALUE TO YOUR CUSTOMERS?

Define and discuss your business using this strategic, lean startup template.

CUSTOMER

Who do you serve?

PROBLEM

What is the problem your customer has?

SOLUTION

What do you offer your customer?
What does your customer get?

MESSAGE

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

REVENUE

How do you make money from your customer?

BENEFIT

Why does your customer want your product or service? How do you solve the problem?

ALTERNATIVES

How is your customer currently solving the problem?
What are the alternative solutions to the problem?
What's the competition?

DISTRIBUTION

How does your product or service get to your customer?

ADVANTAGE

What gives you the edge over the alternatives?
Why are you the best person to do this?


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BUSINESS MODEL CANVAS

NAME

STARTUP 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?)