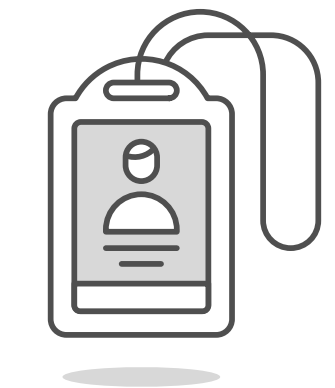


Startup Canvas

Quick pitch:

Made by Bas Verhoeven

www.basverhoeven.me/startup-canvas



Target segment

For whom are we creating value? Who will pay for that value?



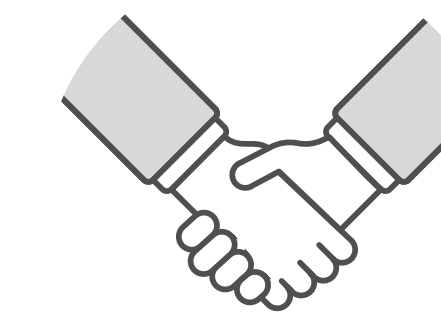
Relevant problems & needs

What is annoying or troubling our customers and/or users?



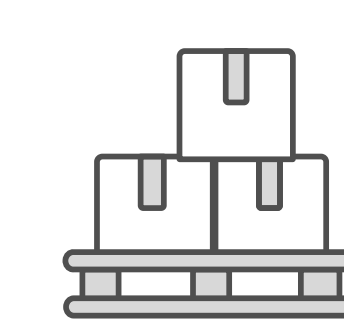
Added value(s)

The 'Why'. What value do we deliver to our users and customers?



Strategic partner(s)

Who are our partners? What parties could provide all parts of our whole product that we are not going to provide ourselves?

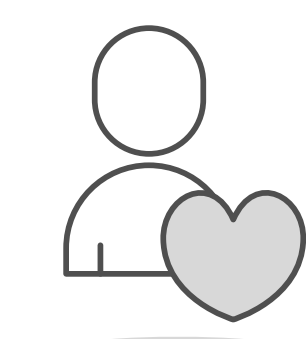


Whole product

The 'What'. What are we shipping and what is needed for the customer to have a compelling reason to buy.

Think of:

- Our product/ service
- Additional software
- Additional hardware
- System integration
- Installing and debugging
- Change management
- Training and support
- Standards and procedures
- Ecosystem

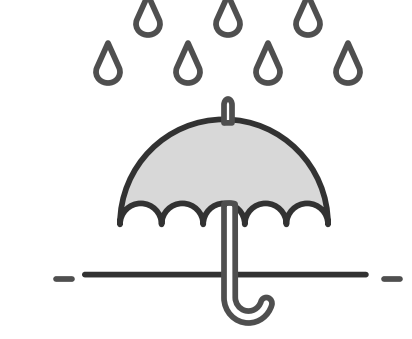


Early adopters

Who are our early adopters? What do people in this group have in common?

An early adopter...

- Is a visionair.
- Is often one of the first to request a pilot.
- Approaches us actively.
- Likes to help creating a better product.
- Is highly motivated and driven by a dream.
- Is easy to sell to but hard to please.



Current solutions

Who's out there? Who or what is currently (partly) solving similar problems and/or meets the needs in our and/or other markets?



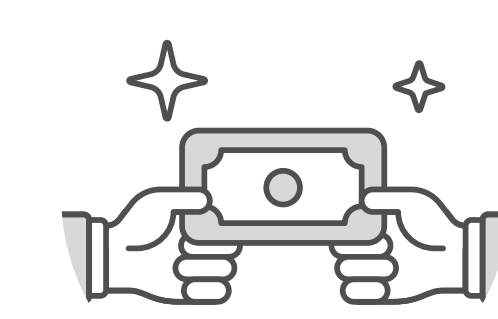
Channel(s)

Sales-, communication- and distribution channels. How do we sell the product? How do we deliver the product and how do we communicate with our (potential) users and customers?



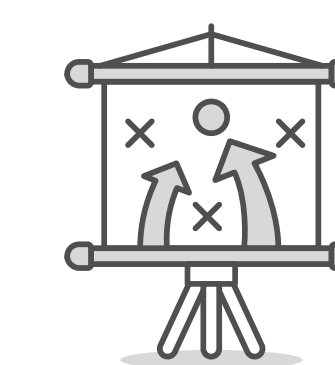
Cost Structure

What costs do we have to make in order to create and deliver the whole product?



Revenue stream(s)

For what value are our customers willing to pay? How are they going to pay and how much?



Growth strategy

How do we get, keep and grow our customers?
How are we going to optimize our funnels and customer journeys?
What triggers the customer to buy the product?
What triggers the user to use the product (again)?