

Business Model Canvas

Name:

Date:

6. ELEVATOR PITCH

My company is:

We (do what?):

For (who?):

So they can:

2. PROBLEM

What problem(s) are you solving?

3. SOLUTION

How does your solution work?

4. VALUE PROPOSITION

What makes you unique and sets you apart?

1. IDEA/VISION

What does your business do?

7. PITFALLS

What are your known and unknown issues?

5. TARGET MARKET

Who is your ideal customer and how are you going to reach them?

8. RESOURCES NEEDS

What do you need (i.e. people, things, technology, etc.)?

9. COST STRUCTURE AND REVENUE STREAMS

How much is it going to cost and how are you going to make money?