

Extended Canvas

Working title

Designed by

Date

Version

Key Partners

Your most important partners and suppliers

Key Activities

Your most important activities during setup and operations

Problem

The 1-3 biggest problems of the target customers

Solution

Your solution to the problem

Unique Value Proposition

Simple sentence why your solution is better than others

Customer Relationships

What kind of customer relationships do you strive for?

Customer Segments

List of your target customers (buyers) and users (user)

Key Metrics

Measured values that prove your solution is working

Channels

How do you reach your customers?

Existing alternatives

How is the problem solved so far?

High-level Concept

The X for Y analogy, for example Instagram = Twitter for photos

Early Adopters

Who wants your solution first?

Key Resources

The most important means that you need

Cost structure

Your largest variable and fixed costs

Revenue Streams

Your different sources of income and revenue