

CustDevDay - First Canvas

PROBLEM Startups don't have good metrics Startups can't compare metrics with each others Startups can't measure growth	SOLUTION Startup metric standards Startup metrics visibility Startup metrics automatization Startup metrics sharing Startup metrics comparisons	UNIQUE VALUE PROPOSITION Leverage my startup	UNFAIR ADVANTAGE automatically generated metrics startup metrics database	CUSTOMER SEGMENTS Startup Founders
	KEY METRICS define desired free metrics define desired premium metrics develop toolkit acquire early adopters generate comparisons		CHANNELS web toolkit	
COST STRUCTURE Developer cost: 50\$/hour * 100 hours/month = 5000\$ /month Breaking even point: 250 paying customers			REVENUE STREAMS free metrics (0\$) premium metrics (20\$/month)	

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