Business Canvas Checklist

Consumer Segments: Is the overall size of the market and your likely market share, sufficient to generate envisaged revenues?

Customer Relationships: Can you demonstrate that customers in your target market will purchase your product or service when available? Have you done any third party validation? Have you spoken to experts or associations in your target markets?

Channels: Can you confirm that there are no supply chain or distribution barriers?

Value Proposition: Does your product provide advantages compared to currently deployed solutions?

Key Activities: How far away are you from a completed product and revenue? Have you eliminated all technical risks?

Key Resources: What is unique or patentable about your product that others cannot copy?

Key Partners: Do you and your team members have relevant experience that can be directly applied to the challenges facing this business? Do you have mentors and advisors to help you along the way?

Cost Structure & Revenue Streams: Do your financial projections show proper cash flow? Do you have a full financial model?