users

Your

Open Canvas

project : Title

Make your own canvas: Go to File > Make a Copy...

Problem

The top 1-3 problems you want to solve

Solution

Outline your proposed solution for each problem

Unique Value Proposition

A clear message that states what you offer and why you are different. Can be derived from:

- 1. The main problem you are solving
- 2. The finished story and benefits users will have by using your product

Example: Square - start accepting credit cards today

Key Metrics

How will you measure success?

User Profiles

Target audience and early adopters

Who are you building this for? Who will your early adopters be?

User Channels

List how you will gain new users

Resources Required

What do you need to build an MVP (minimum viable product)? Design, Development, Expertise, Hardware requirements and other costs

Contributor Profiles

Contribution types and ideal contributors

What do your contributors look like? Be sure to include the different expertise you outline in "Resources Required"

Contributor Channels

List how you will gain new contributors

Execution Project

Product

Community