

DESIGN CAN- VAS

Sketched by

The Problem

What are the top 3 problems you are trying to solve?

Team Resources & Limitations

What resources does your team have? What are you lacking?

Cost Structure

What are your costs?

Customers

Who are your target customers?

Your Solution

What could solve these problems?

Revenue Streams

What are your sources of revenue?

Unfair Advantage

What about your product is hard to copy?

Getting to MVP

What do you need in order to create a minimum viable product?

Channels

How will you reach your customers?

Key Metrics

How can the business value of your solution be measured?