STARTUP 'FIRST 10 USERS' CANVAS

Designed for:

Designed by:

Date:

Version:

USER PERSONA
Define the ideal user profile for your product, including demographics, interests, pain points, and motivations.

VALUE PROPOSITION
Identify the unique value and benefits your product offers to the target users, emphasizing the problem-solving aspect.

OUTREACH CHANNELS
Determine the most effective channels to reach and engage the target users, such as social media, online communities, or industry events.

PERSONAL NETWORK
Leverage your personal and professional network to identify potential users who align with your target persona.

FEEDBACK LOOP
Establish mechanisms to collect feedback from the first users, such as surveys, interviews, or feedback forms, and ensure prompt follow-up and responsiveness.

EARLY ADOPTERS
Seek out early adopters who are enthusiastic about trying new products and are more likely to provide valuable feedback.

PRODUCT ITERATION
Use the feedback received to iterate and improve the product, addressing user pain points and enhancing the user experience.

REFERRAL MECHANISMS
Encourage and incentivize the initial users to refer their connections and help expand the user base through word-of-mouth.

EARLY ADOPTER SUPPORT
Provide personalized support and attention to the first users, addressing their concerns promptly and making them feel valued.

USER EXPERIENCE FOCUS
Prioritize delivering a seamless and positive user experience to create advocates who will promote your product to others.

ABOUT THIS CANVAS:
The "10 First Users" Canvas is a framework designed to help early-stage startups or products plan and strategize their initial user acquisition efforts. It focuses on identifying and engaging the first ten users or customers to gain valuable feedback, validate the product, and build momentum. The "10 First Users" Canvas provides a framework to strategize and execute the initial user acquisition phase for startups or products. Keep in mind your specific target audience, industry, and growth goals. Remember, the early users are crucial for validation and building momentum, so nurturing these relationships and collecting feedback is essential.