



BITES CANVAS

Blueprint for innovation, testing and executing strategies

→ a bit more
detail:

Start up	problem		unfair advantage		
	solution		key metrics		existing solutions
Business	key partners	key activities	value proposition	customer relationships	customer segments
		key resources		channels	
Cashflow	cost structure		revenue streams		
	Products/Services/Operations		Market		



Start up

This section helps you frame out your offering, what makes you unique, and what competitors are in the market.

Problem: What 1-3 customer problems is your product or service trying to solve?

Solution: How does your product or service solve these problems?

Unfair advantage: What's your competitive edge? What about your solution makes it hard to copy or buy?

Key metrics: How will you measure success? What are your key performance indicators? Don't focus on vanity metrics.

Existing solutions: A list of how these problems are solved today, including direct, indirect and substitute competitors.



Business

An outline of your customer benefit that'll make you successful, and what you'll need to execute your vision.

Key partners: Who are our key partners and suppliers? Which key resources are we acquiring from partners? Which key activities do partners perform?

Key activities: What key activities are required to execute our value proposition and generate revenue?

Key resources: What key resources are required? Physical? Intellectual? Human? Financial?

Value proposition: This should be a clear message that states what you are and how you are different. Use the formula "We do X for Y by doing Z" to get you started.

Customer relationships: What relationships do our segments expect us to establish and maintain? Personal assistance, dedicated support, self-service, automated (bots), communities, co-creation?

Channels: Through which channels your customers want to be reached? Consider each phase of the funnel: awareness, consideration, conversion (purchase), delivery and post sale support.

Customer segments: Who are your target customers? You likely have a few targets, but for now, stick to three.



Cashflow

A breakdown of what this will cost, and how you'll make money.

Cost structure: What are the most important costs inherent to your business? Which key resources are most expensive? Which key activities are most expensive?

Revenue streams: What are your customers willing to pay? List sources of revenue and model (recurring, as a service, subscription, single transaction).

Look at the brains on you. Your idea is looking good. Real good.

ready to take your idea from 0 to 1?



Download our free guide that helps you safely test your idea by establishing a minimum viable product in as quickly as a weekend.