

# The Start-Up Business Model Canvas

Team name:

Project name:

<p><b>Value Proposition</b> <i>Why is your solution different to what exists and why is it worth paying attention to? What value does it give?</i> <b>Hint</b> - put your value proposition statement here</p>	<p><b>Solution</b> <i>Outline your solution(s) to the problem,</i> <b>Hint</b> - try and do this by describing it in 3 key features</p>	<p><b>Problem</b> <i>The top three problems you are solving</i></p> <p><b>Existing alternatives</b> <i>Are there any alternative solutions to the problem already?</i> <b>Hint</b> - these could be your competitors</p>	<p><b>Customer Segment</b> <i>Who are your target customers and stakeholders?</i> <i>Who are your end users?</i> <b>Hint</b> - your users and customers may be different (those who pay for your solution may not be the end user)</p>
	<p><b>Channels</b> <i>The ways you plan to reach your customers and users</i> <b>Hint</b> - how will your customers and users find out about you?</p>	<p><b>Revenue Model</b> <i>How you make money</i></p>	
<p><b>Market</b> <i>The details of the market you are entering, the types and size of the market for example</i> <b>Hint</b> - this requires gathering insight</p>	<p><b>External Risks</b> <i>Any external risks you can think of that might impact on success that you see</i></p>	<p><b>Key Performance Indicators</b> <i>List 3 ways you will measure the success of your business and your solution?</i></p>	

