avante

Business Model Canvas

Startup Name _____ Date _____ Version _____

CUSTOMERS

List at least 3 of your customer personas or categories of customers

Name _____
Age _____
Gender _____
Pain Points _____
Behaviors _____
Goals _____
How to interact _____

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PROBLEM BEING SOLVED

List the problem being solved for your customers. This should be a short and succinct description of the problem.

VALUE PROVIDED

What is the value to the customer? What do they gain by solving the problem?

SOLUTION

Describe your Startup's offering. This should directly solve the problem described.

ALTERNATIVES

How is the customer currently solving the problem? If competition exists, list them in this section.

DISTRIBUTION

What is the distribution model of the business and what channels exist to get your products to the customer?

NETWORK OF SUPPORT

Who in your network will support your business' success? (i.e. your local Amplify program, SBDCs, local main street program, local entrepreneur centers, friends, family, etc.)

STARTUP COSTS

List the costs or categories of costs your business will require. Don't forget to include the Founders time!

PRICING STRATEGY AND REVENUE STREAMS

List the primary and alternative pricing strategies. Then list the expected revenue streams for your business.

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