

Minimal Viable Product or Service Canvas

Project:

Date:

Owner:

Customer Persona or Customer Segment



Who are you creating value for?
What is important to the customer?

Customer Relationship



What relationship does the customer expect us to establish and maintain?
How can we establish or strengthen our relationship with the customer?

Value Proposition



What problem are we solving?
What value are we providing?
What needs are we satisfying?
How do we help customers evaluate our value?
What support do we provide after?

Key Resources



What key resources are required?
(physical, intellectual, legal, human, financial)
What special skills or training are needed?

Partners



Who are our key partners?
Who are our key suppliers?
How would we partner or acquire the needed supplies to deliver value?

Channels



What channels do our customers prefer?
How are we reaching them now?
How do we raise awareness about our product and services?

Operations



How would we produce and deliver the product or service?
What processes need to exist?
What are the distribution channels?

Costs

What are the costs?
What risks exist?



Revenue

What is the customer willing to pay?
What are the sources of revenue?
(asset sales, subscription, consulting fees, etc.)
What is the forecasted revenue?

