

**Product:** \_\_\_\_\_ **Canvas Name:** \_\_\_\_\_

<p><b>Shark Bite Pains</b> Top 3 problems</p> <p><b>Must-have Features</b> Top 3 features/functions</p>	<p><b>Market Size</b> Total and served market size</p> <p><b>Market Growth</b> Growth rate</p>	<p><b>Marketing Communications</b> Activities to generate awareness and demand</p>	<p><b>Competition</b> Alternate solution providers</p> <p><b>Our Unfair Advantage</b> Can't be easily copied or bought</p>	<p><b>Customer Segment</b> Target Customers</p> <p><b>Early Adopters</b> Visionary Customers</p>
<p><b>Unique Value Proposition</b> Single, compelling message that states why you are different and worth buying</p> <p><b>Existing Alternatives</b> How they solve the pain today</p>	<p><b>Influencer Channels</b> Who is influencing the market</p> <p><b>Partnership Channels</b> Who else on your side of the table wants to sell to the same customers</p> <p><b>Routes to Market</b> Who will create, fulfill demand</p>	<p><b>Content Marketing</b> Content program to build awareness, interest, and credibility</p> <p><b>Key Metrics</b> Key activities measured</p>	<p><b>Pricing</b> Pricing and packaging of products and services</p> <p><b>Revenue Projection</b> 3-5 year revenue and customer lifetime value</p>	<p><b>Buyer Personas</b> Economic, technical, user buyer profiles</p> <p><b>Buying Process</b> Customer path to purchase</p>