STARTUP CANVAS

Explore and design your business in 90 minutes. This canvas will guide you through the design process of creating a new startup. Goal: align your vision with what you do and how you co-create value with your (potential) customers.

1. VALUE MAP

Place the values on the map using the circles of influence.

2. SHARED PURPOSE

Use the values to visualize (describe) your fundamental purpose.

3. CULTURE

Think 10 years ahead and visualize (describe) your ultimate company culture.
What kind of people are you hiring? How do people behave? What does your office look like?

4. ORGANIZATION

Choose the structure to organize your company
and explain how this fits with your vision and the culture of your company.

5. BUSINESS ENVIRONMENT

Imagine 10 years ahead, which brands would you like to have as stakeholders in your eco-system? Map them in the cloud.

VALUES

Money, Power, Exposure, Experience, Love, Reputation, Rights, Attention, Trust, Service, Product, Information, Credits

6. INCENTIVES & KPI S

How are you going to motivate and
empower your employees and stakeholders?

7. VALUE CO-CREATION

What is your value proposition? How do you co-create value with your customers? In other words: How do you help your customers reach their goals?

CHOOSE A COOL NAME

VISION

Vision: What do you want to be and how do you see the world around you?

Business Model

- MANIFACTURING
  Owner is the manufacturer of the product/service and sells it directly to consumer.
- MERCHANT
  Used by wholesalers or retailers of goods and services.
- ADVERTISER
  Making revenues from advertising other businesses.
- BROKERAGE
  Sharing knowledge about a specific topic for a fee.
- DATA
  Selling information as commodity.
- OTHER (create your own)
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Value Proposition

DNA

Brand: What are your brand values? If your brand was a person, how would you describe its personality?

Constraints

TOUCHPOINTS

6. DESIRED TOUCHPOINTS

EXPLANATION DESIRED TOUCHPOINTS
Explain why you would want these touchpoints.

5. VALUE MAP

Customer values related to the business context.

4a. PERSONA

- Sketch the persona for your product/service

4b. TARGET USERS' GOALS, WANTS, NEEDS

- Why would you use an offering provided by this company?
- What should this company help you achieve?
- Why do you want to achieve this?
- How are you trying to achieve this now?
- Which services/products/organizations are you using to achieve this?

9. M.V.P. OF THE PRODUCT/SERVICE

Sketch the minimum viable product.

8. SERVICE SCENARIO

Sketch the scenario of the purchase and the product use.

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