

Opportunity Canvas

Project: _____ Date: _____

CUSTOMER INTENT		BUSINESS RESPONSE	
 Customers Customer segments that will use or buy the solution. Define by behaviour, not demographics (e.g. 'backpackers who travel twice a year').	 Customer intent What is the customer trying to get done? The result the customer is after - their goal, not a product or feature.	 Value Propositions The promise of value you deliver. Why the customer chooses you over the alternatives.	 Solution How your solution works - the few features that address the top problems.
 Early Adopters Who uses it first. Define a persona for your early adopters.	 Existing Solutions How customers solve these problems today. Are they satisfied? If not, why?	 Channels How you reach customers: acquire, deliver, support.	 Revenue How you generate revenue - pricing and revenue streams.