The Launch Path Canvas

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Name of Startup Venture:

Prepared by:

Iteration:

Date:

Problem

Solution

How does your venture solve the

this short and consise!

problem you have articulated? Keep



Why it matters

solving?

Why is this a problem worth



Alternatives

When a customer looks at

alternative ways to solve the

alternatives. Link to a graphic

problem we solve, what will they

representation of the landscape.

see? This is a list of competitors and



Customer

It's all about understading customers. Write a one-sentence description of key customer personas and the problem we solve for each. Circle the one that is most influential.

Development, MVP's, etc.



One clear sentence that articulates

the problem your startup solves.

Top 3 Benefits

to customers?

your product or services provides



Distribution

resellers, or?

What are our distibution

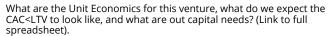


Positioning



Within this landscape of competitors and alternatives, how is your venture positioned?

Economics





Team

What are the characteristics of the right team to make this venture a success?



Defensibility



What is your secret sauce that is difficult for competitors to copy?

