

Name: _____

Business Model Canvas (1 Pg Business Plan)

Business Name: _____

PROBLEM BEING SOLVED	SOLUTION TO PROBLEM	WHY WILL OUR IDEA WORK / BE SPECIAL	CUSTOMER RELATIONSHIPS & FEELINGS	WHO ARE OUR CUSTOMERS (Demographics)
	RESOURCES (STUFF) & SUPPORT (PLACES TO HELP)	WHAT WILL CUSTOMERS HAVE THAT THEY DON'T NOW		
			HOW WILL WE REACH OUR CUSTOMERS?	HOW DO WE MARKET TO CUSTOMERS?
WHAT WILL WE NEED TO SPEND MONEY ON? (Expenses)			HOW WILL WE MAKE MONEY (& HOW MUCH) AND WHAT WILL BE OUR DEFINITION OF SUCCESS? (Numbers required)	