

COMPANY NAME



TEAM



QUESTION

WHICH QUESTION ARE YOU SOLVING AND WHY IS IT URGENT?

DATE

VERSION

NOTES BY



SOLUTION
DESCRIPTION OF
YOUR SOLUTION



VIABILITY
WHY IT WOULD WORK



EXISTING
ALTERNATIVES

SIMILAR PROJECTS
& COMPETITORS



TARGET GROUP

THE AUDIENCE YOU
AIM TO TARGET



GOALS
WHAT YOU ARE
AIMING AT



SUCCESS
FACTORS

FACTORS THAT WILL
HELP YOU SUCCEED



DISCARDS

WHAT SOLUTIONS WILL
USERS LEAVE BEHIND
FOR YOURS?



USER
ACQUISITION

HOW TO HOOK
NEW USERS



VALUE

VALUE OR EXPERIENCE
YOU OFFER



VISION

THE FLUFFY VISION
ON THE HORIZON



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STARTUP CANVAS

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