

Please fill in and discuss with team before our workshop!

INVENTURE PRODUCT-MARKET FIT CANVAS*

PRODUCT OR SERVICE:

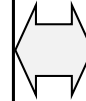
Current Alternatives

How does the customer currently solves the problem?
What tools are they currently using?

CUSTOMER SEGMENT:

Customer characteristics

Who is the typical customer for your product/service?
What is she/he is trying to get done?



Key Features

What are the most essential elements of your product?
Why is your product unique?
Is your product "nice to have" or "must to have"?

Problems & Needs

What is the problem you are solving?
Why do your customers need to use your product?



Key Metrics

How do you measure success?
What are you key performance indicators (KPI)?

Value Creation

How do you create value for the customer?
What is the customer ready to pay for?

