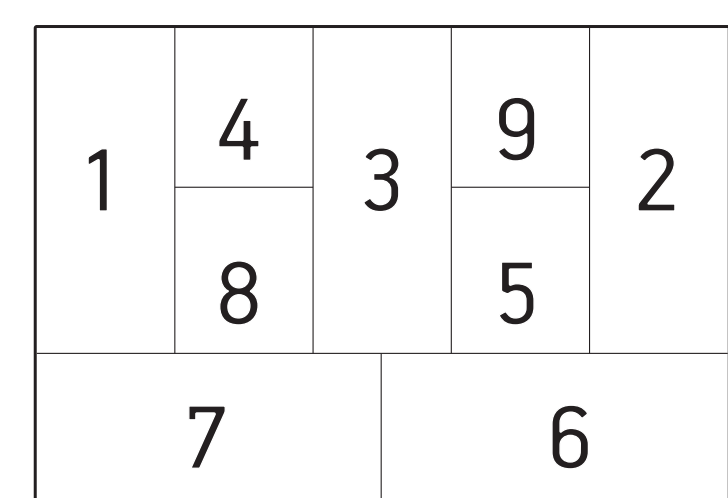
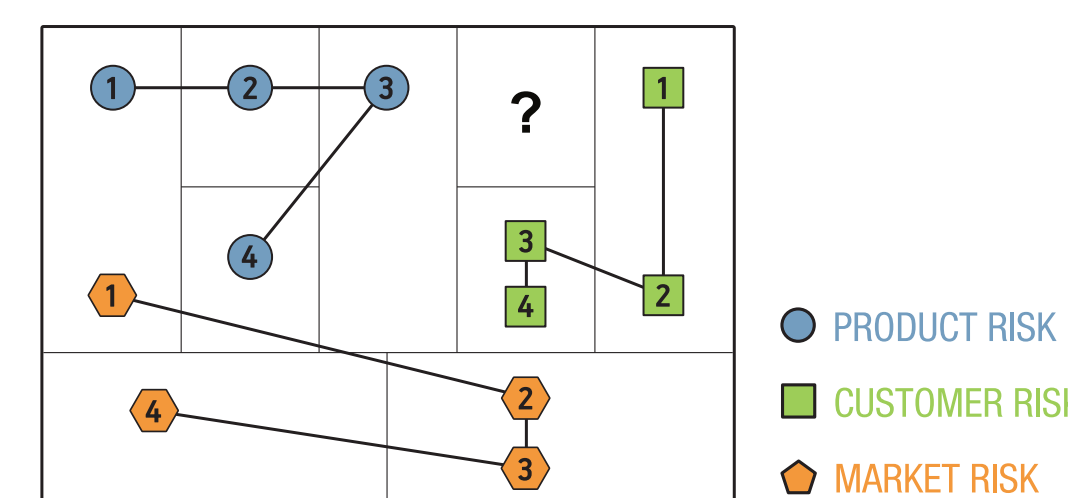


<p><b>WHAT IS THE “JOB TO BE DONE” (JTBD)?</b></p> <p><i>Describe why your customer is looking for help. Functionally, Socially, Emotionally.</i></p>	<p><b>HOW DO YOU MAKE IT BETTER FOR THEM?</b></p> <p><i>Outline your solution for each element of the JTBD</i></p>	<p><b>WHAT MAKES THEM SWITCH TO YOU?</b></p> <p><i>Change is difficult. What would overcome their fears and create so much excitement that they ask “where have you been all my life?”</i></p>	<p><b>WHY SHOULD THEY BUY FROM YOU?</b></p> <p><i>What is the barrier that keeps others from copying you and your customers coming to you - specifically?</i></p>	<p><b>DESCRIBE YOUR IDEAL CUSTOMER</b></p> <p><i>Detail the perfect customer for you. Who are they? What do they like? What type of a person are they? What are they thinking about when they look for you?</i></p>
<p><b>WHAT IS STATUS QUO?</b></p> <p><i>What are your customers doing to solve their problem today?</i></p>	<p><b>WHAT IS YOUR ONE METRIC THAT MATTERS?</b></p> <p><i>What is the one number that you can easily monitor that tells you your business is going in the right direction?</i></p>	<p><b>ONE SENTENCE PITCH</b></p> <p><i>Describe your business to the world using this: We do <b>WHAT</b> for <b>WHO</b>, <b>HOW</b></i></p>	<p><b>CUSTOMER JOURNEY</b></p> <p><i>How do they find you? What are they typing in Google? What steps do they take when they are ready to buy?</i></p>	<p><b>EARLY ADOPTERS</b></p> <p><i>Who are the customers who would buy from you first? Where will you find your first 5-10 customers?</i></p>
<p><b>WHAT EXPENSES AND COSTS DO YOU HAVE?</b></p> <p><i>List your one-time startup costs and ongoing recurring costs</i></p>			<p><b>HOW DO YOU MAKE MONEY?</b></p> <p><i>List different ways you charge your customers</i></p>	



CANVAS FILL ORDER



RISK ITERATION PATH