Siya

STARTUP IDEATION CANVAS

WHAT : Identify

PROBLEM:
List down all the primary and secondary Problem that your idea addresses:
Put data source (for authenticity and relevance)

Have you witnessed this problem personally?
How you are able to Identify these problems?

SOLUTION

What could be the solution? w.r.t. problem points
Any current alternatives ? Pros and Cons

IDEA

What's the product idea?
An Elevator pitch would be great.

CUSTOMER

Who is your target customer?
Identify the difference between Customer vs User?

WHY: Edge

COMPETITION:
Why it's better than existing solution?
Competitive or Unfair advantage
Share the results of your SWOT Analysis

MARKET
Why is your idea easier for the target market to adopt?
Market size (TAM|SAM|SOM)

BUSINESS
Why it's better investment than your target competitors?
Business/Revenue Model (SAAS?)
B2B or B2C ?

Network effect?
Exit strategy

HOW: Execution

TEAM
Who are the hustler, hacker and hipsters?
Advisor/mentor ?
What's the gap? How you will fill that gap now or eventually?

GROWTH
How will you growth hack your first 10/100/1000/10K users/customers?
Community | Influencer | Network?
Go to Market Strategy?

MILESTONES
What are the goals achieved or planned for 6 months, 1 year or 3?
How you will measure these goals? Metrics?

SURVIVAL
Bootstrapping till idea validation or product or product-market fit?

Fundraising looks like? Valuation?
Any Advantage or prior experience?

How much have been invested or planned?

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