

COIN CANVAS



<p>YOUR CUSTOMER</p> <p>How has your customer changed? Who are they now? Have their behaviours changed? What is driving them? Where are they?</p>	<p>THEIR PROBLEM</p> <p>What problem are you solving for your customer? How have these problems changed?</p>	<p>THE IDEA</p> <p>How are you making your customer's life easy? What is the idea? It should solve a problem for your customer. Sum it up in one sentence.</p>	<p>MARKETING + DISTRIBUTION</p> <p>Think about the different ways you can market and distribute your product. If you're selling direct to consumers, will they be able to get to you? Will they want to? Does your delivery service exist? What messaging will you use? Where will you sell?</p>	<p>MAKING MONEY</p> <p>Are you selling directly or indirectly? Can you have a subscription model? Do you have multiple income streams? Where are all your eggs?</p>
<p>YOUR TEAM</p> <p>What skills and experience do you bring? Who else is helping? Do you have business advisors? Mentors? Staff? Family? Volunteers?</p>	<p>EXISTING ALTERNATIVES</p> <p>Who are your customers turning to right now to solve this problem? Remember doing nothing is also an alternative to buying your product.</p>	<p>UNIQUE BENEFITS</p> <p>List all the great things about your product. What makes your product unique? Is it still unique? In product, in service, and in price.</p>	<p>SUPPLY CHAIN</p> <p>Who do you rely on to make your business successful? Who is the local alternative? Do you have a back up?</p>	<p>ASKS</p> <p>What do you need? How can we help? Do you need a phone number for someone? A mentor? Some cash? Investment? Financial advice?</p>
<p>BARRIERS/RISKS/ASSUMPTIONS</p> <p>What's getting in your way and stopping you from achieving your goals? Money/time/fear? Anything else? What don't you know? What are you assuming? List the challenges COVID-19 has presented you.</p>		<p>TRENDS IN MARKET</p> <p>What's going on in the world or your community that's to your advantage now? What opportunities does the world post-COVID-19 present?</p>	<p>COSTS VS. TIME</p> <p>List absolutely everything that this business will cost you. Rent/power/materials/advertising/postage, etc. How many days do you have before you run out of cash? What are the lead times for producing and distributing your product now?</p>	