

# PRODUCT CANVAS – WITH PROMPTS

Completed by:	Date:
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PRODUCT NAME:		SEGMENT:	
<p><b>Market problem:</b></p> <p>2-3 paragraphs detailing the challenges/pain points that clients are facing related to this solution.</p> <p>Quantify the problem where possible in cost/risk/inefficiency/time etc.</p>	<p><b>Solution description:</b></p> <p>In plain English, describe what the product is and does.</p> <p><b>Key features:</b></p> <p>3-5 bullets relevant to the problem.</p>	<p><b>Key benefits:</b></p> <p>“This means...”</p> <p>3-4 statements detailing key benefits that demonstrate your product overcomes the market problem.</p>	<p><b>Positioning statement:</b></p> <p>For <u>target segment</u> who <u>need</u> but <u>problem</u> our <u>product name</u> is <u>solution description</u> that <u>shows needs are met.</u> This means <u>benefit statement.</u></p> <p>Unlike <u>alternative solutions,</u> our <u>product/service</u> is <u>differentiation</u> because <u>proof of benefits.</u></p>
<p><b>Market segment:</b></p> <p>Segment description (either one canvas per segment or list all segments here).</p> <p>Size of segment (TAM)</p> <p>Growth</p> <p>Penetration</p> <p>Size of opportunity</p>	<p><b>Competitive landscape:</b></p> <p>Summary of key competitors and key metrics.</p> <p><b>USP:</b></p> <p>Why is your product/solution/ service better or different than the competition?</p>	<p><b>Evidence:</b></p> <p>Research evidence.</p> <p>Customer quote.</p> <p>Links to case studies.</p> <p>Awards won.</p>	<p><b>Financials:</b></p> <p>Forecast income (link to market size and adoption rates)</p> <p>Forecast costs</p> <p>Current P&amp;L</p> <p>Forecast P&amp;L</p> <p>Margins</p> <p>Some narrative if relevant.</p>