Business Canvas Model I

Problem List top 1 to 3 Problems Existing Alternatives	**Solution** Outline possible solution for each Problem **Key Matrices** List the key numbers that tell you how your business is doing	**Unique Value Proposition** Why you are different and worth paying attention	**Unfair Advantage(s)** Something that cannot easily be brought or copied **Channels** List your path to Customers (Inbound or Outbound)	**Customers Segment** List your target Customers/ Users
Cost Structure List your fixed and variable cost		**Revenue Streams** List your sources of Revenue		

For Practice Session (During Workshop Conducted by Dr. V K Arora)