











The Launch Path Canvas

Name of Startup Venture:

Date:

Prepared by:

Iteration:

<p>Problem </p> <p>One clear sentence that articulates the problem your startup solves.</p>	<p>Solution </p> <p>How does your venture solve the problem you have articulated? Keep this short and concise!</p>	<p>Why it matters </p> <p>Why is this a problem worth solving?</p>	<p>Alternatives </p> <p>When a customer looks at alternative ways to solve the problem we solve, what will they see? This is a list of competitors and alternatives. Link to a graphic representation of the landscape.</p>	<p>Customer </p> <p>It's all about understanding customers. Write a one-sentence description of key customer personas and the problem we solve for each. Circle the one that is most influential.</p>
<p>Path to PMF </p> <p>What is our path to Product-Market Fit? Customer Development, MVP's, etc.</p>	<p>Top 3 Benefits </p> <p>What are the top 3 benefits that your product or services provides to customers?</p>	<p>Distribution </p> <p>What are our distribution channels? Direct to consumer, via resellers, or?</p>	<p>Positioning </p> <p>Within this landscape of competitors and alternatives, how is your venture positioned?</p>	
<p>Economics </p> <p>What are the Unit Economics for this venture, what do we expect the CAC<LTV to look like, and what are our capital needs? (Link to full spreadsheet).</p>		<p>Team </p> <p>What are the characteristics of the right team to make this venture a success?</p>	<p>Defensibility </p> <p>What is your secret sauce that is difficult for competitors to copy?</p>	