



# The Launch Path Canvas 2.0

Date:

Name of Startup Venture:

Iteration:

One Sentence:

<p><b>Problem</b> </p> <p>One clear sentence that articulates the problem your startup solves.</p>	<p><b>Solution</b> </p> <p>How does your venture solve the problem you have articulated? Keep this short and concise!</p>	<p><b>Why it matters</b> </p> <p>Why is this a problem worth solving?</p>	<p><b>Landscape</b> </p> <p>This is a list of competitors and alternatives. When a customer looks at alternative ways to solve the problem we solve, what will they see?</p> <p><a href="#">Link to a full visualization.</a></p>	<p><b>ICP</b> </p> <p>What do we think our Ideal Customer Profile will be?</p> <p><a href="#">Link to a Personas doc.</a></p>
<p><b>Path to PMF</b> </p> <p>What is our plan for getting to Product-Market Fit?</p>	<p><b>PMF Metrics</b> </p> <p>As we work our way toward Product-Market Fit, what are the key metrics that matter?</p>	<p><b>Distribution</b> </p> <p>What are our distribution channels? Direct to consumer, via resellers, or?</p>	<p><b>Positioning</b> </p> <p>Within this landscape of competitors and alternatives, how is our venture positioned?</p>	<p><b>Trigger</b> </p> <p>What makes someone suddenly be in the market for what we provide?</p>
<p><b>Economics</b> </p> <p>What are the Unit Economics for this venture, what do we expect the CAC&lt;LTV to look like, and what are our capital needs?</p> <p><b>Unit Economics:</b> _____</p> <p><b>Customer Economics (CAC:LTV goal):</b> _____</p> <p><b>Enterprise Economics (runway):</b> _____</p> <p><a href="#">Link to full spreadsheet.</a></p>		<p><b>Capital Strategy</b> </p> <p>What source and structure of capital will best align interests between founders, employees, shareholders, and investors?</p>	<p><b>Unfair Advantage</b> </p> <p>What unique advantage do we have that may help to defend us from competitors?</p>	<p><b>Top 3 Benefits</b> </p> <p>What are the top 3 benefits that your product or services provides to customers?</p>

The original Business Model Canvas was developed by Alexander Osterwalder and published in this great book: Osterwalder, Alexander; Pigneur, Yves; Clark, Tim (2010). Business Model Generation: A Handbook For Visionaries, Game Changers, and Challengers. Strategyzer series. Hoboken, NJ: John Wiley & Sons. ISBN 9780470876411 This version is to align with my book, **The Launch Path: Getting from a startup idea to a launch-ready venture**, ISBN 979-8989090402. Feel free to use, adapt, copy, and change.