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| This is the BongoHive Business Canvas, it’s a tool to get your idea and assumptions down on paper. Fill it out thinking about your business in the next **6 to 12 months** and not the long term. Over a short period of time, we will test your assumptions and idea until you’re ready to launch your business. If you have any questions, email me at mike@bongohive.co.zm. | **Date**: **Iteration**: 1**Name:** **Business Name:**  |  |
| **1. Customer’s Problem**Describe the top 1-3 problems your customers need solved.1. 2.3. | **4. Solution**List the solutions to the 1-3 problems you wrote down in **1. Customer’s Problems**.1.2.3. | **3. Unique Value Proposition**A single, clear message of why your product/service is unique and worth buying. | **9. Unfair Advantage**This is something that cannot easily be bought or copied.  | **2. Customers**Who are the specific groups of people that will be your customers |
| **Competition & Alternatives**Who is your direct competition? If it’s a new industry, how are these problems being solved today? | **8. Three Month Targets**List 2-4 targets that you can accomplish in the next three months.  | **10. Social/Environmental**What social or environmental impact will result and who are the beneficiaries? | **5. Communication Channels**How will you connect with your customer segments? | **Early Adopters**List the very first customers within your customer segment. |
| **7. Cost Structure**List each specific cost; both those that are fixed and those that vary. | **6. Revenue Streams**List the ways you intend to make money and be specific. List the selling price and the number of units sold. |