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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](mailto: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. | | | |