K.I.S.S. Canvas for _____

The Customer		Value Proposition			Marketing & Sales			Financials
Segments	Pains	Features	Benefits	Competitive Advantages	Get	Keep	Grow	Value Model
Each row starts with a 1 post-it note that contains an in-a-tweet description of the customer. To its right add another post-it indicating the market size for this customer segment. For each customer segment add a new row of post-its following the same pattern.	For each Customer Segment add notes detailing the Pains they experience. For this column and all the columns to the right line each set of post-its up in the same row as the Customer Segment they apply to.	1. Describe the Features of your product(s). 2. Describe your product(s) development status: * An idea on a napkin? * A slide deck / wireframe walkthrough? * A crude, but functioning prototype? * Product live, customers paying, not ready to scale? * Completed, scalable product?	Detail the Benefits delivered by your features. Tip: Benefits should map directly to Pains.	Start each row with a description of a competitor / class of competitors. To the right of this add notes detailing your substantial and sustainable Competitive Advantage(s) vs that competitor. Tip: Competitive Advantages should relate directly to your solution's Benefits.	AKA Channel Start each row with 1 post-it naming a channel and if it is direct or indirect, physical or digital. Examples: * Direct > Digital > Ads on Facebook * Indirect > Physical > Retailers To the right of each named channel add post-it's summarizing the key Channel Metrics you must optimize in order to successfully use this channel. Examples: * Cost-per-click, click-through-rate * Revenue per linear foot of shelf space per day If applicable, to the right of the Channel Metrics post-its add notes about the Channel Deciders. Channel Deciders are the key people/roles at the Channel whose support you need. Examples: * Child, parent (for direct sales of products for kids) * Manager of section-of-store, overall store manager, regional manager (for retailers) * Programmer, Project Lead, Chief Technology Officer (for enterprise software)	AKA Retention Briefly explain how you earn your customer's continued patronage. Is there a "Scorecard" you can develop and provide to customers so that they clearly see the value you delivered?	AKA Expansion Summarize future solutions you could offer existing Customer Segments in the future. Below all of the Customer Segment rows you can indicate other Customer Segments you believe you could expand to some day.	For each customer segment add post-its that detail: * Value: What value (ideally revenue) do you receive. * Model: How do you receive it? One-time payments? Recurring subscription? Is there a long delay before payment? * Price: What do you charge? Is there one price, or are there multiple pricing options?

Cost Structure

Capital	Fixed	Variable
List your sizable, one-time commitment of resources to create assets of lasting value. Examples: Food cart, land, computer equipment, machinery, development of intellectual property.	List your expenses that are unchanged across different applications/do not scale on a per-unit basis with your product. Examples: salary, rent, insurance, travel.	List the costs that vary depending on the amount of production of goods or services. Examples: materials used for each new item produced, staff-hours clearly tied to delivering another instance of the product.