Model. Build. Run.

Product Canvas

☹ Problem

☑ Needs

🔥 Pains

⊕ Wants

🎁 Solution

Features

☺ Persona

Who

When

Where

Why

Model. **Build**. Run.

Product Board

☺ Persona

🎁 Journeys

☺ Stories

Startup Canvas

Business Model

Cost	Price

%

Overhead	Break Even

Growth Model

Cost per Acquisition	Lifetime Value

%

Investment	Market Size

Model. Build. **Run.**

Startup OKR's

Project:

Iteration:
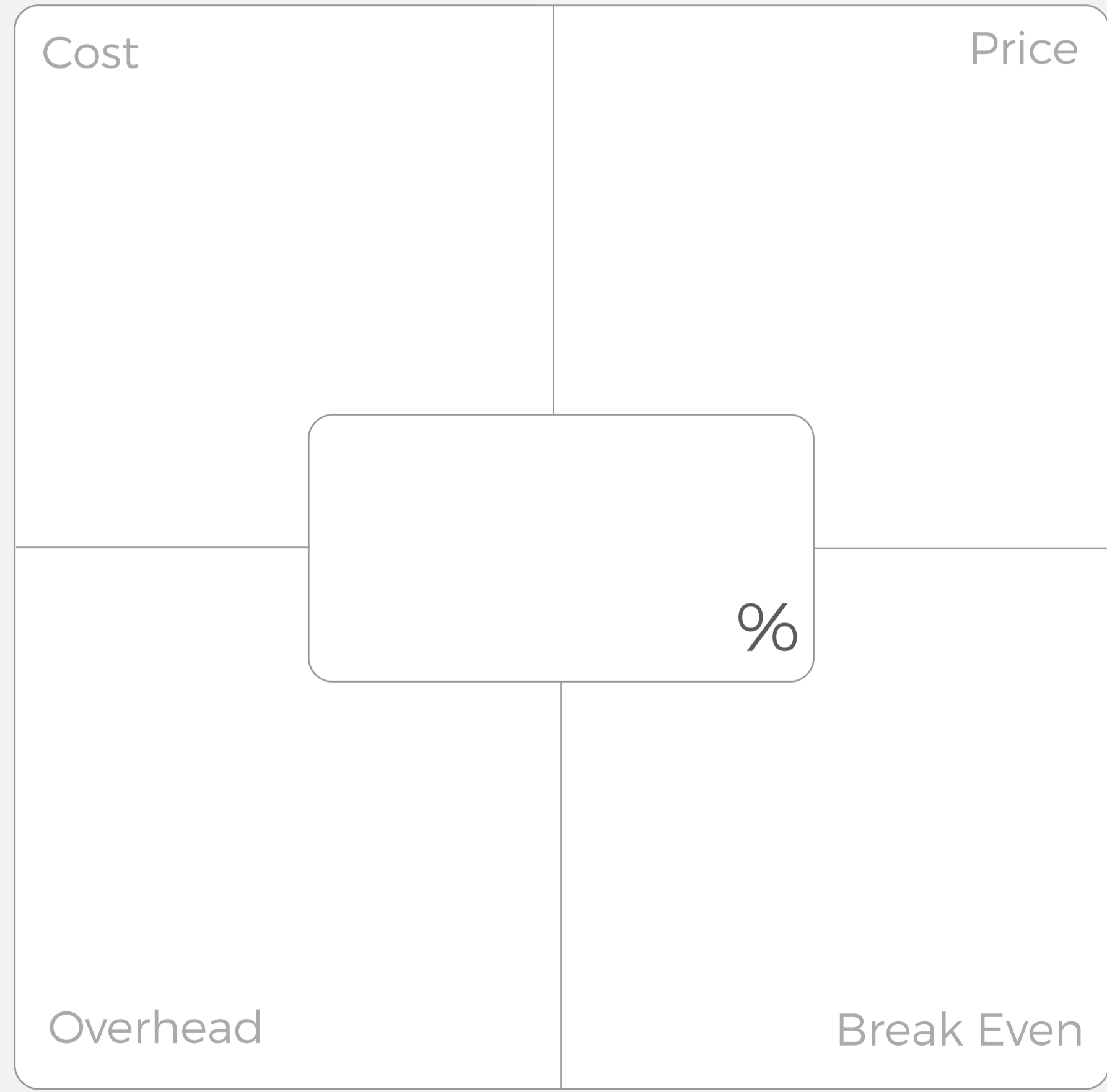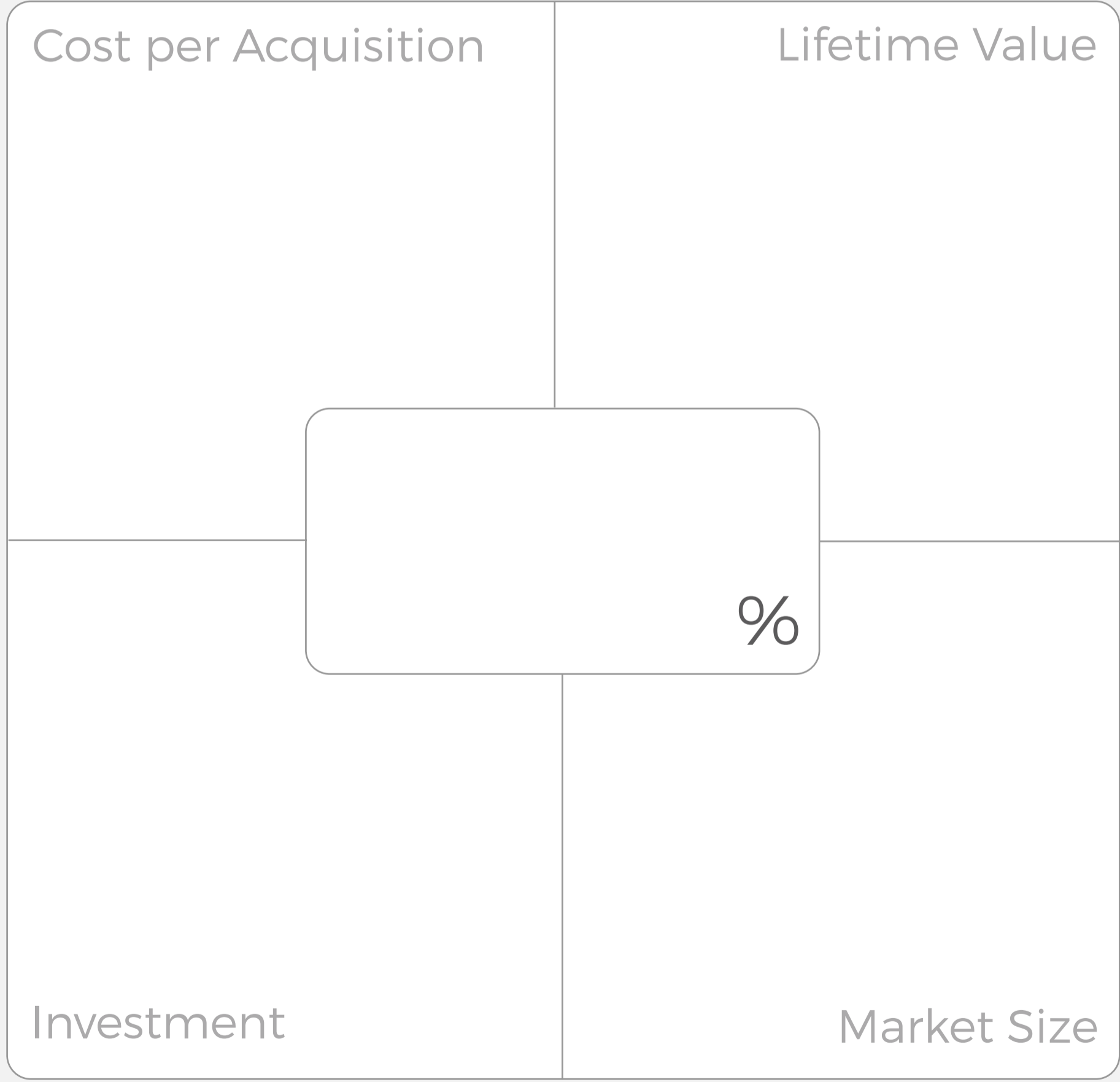
Notes:

OKR's / Team	Objectives	Key Results	To dos