

B4T Canvas

STEP 1
We have an idea!

STEP 2
Connect to customers.

STEP 3
Can we fulfill it?

STEP 4
Is it viable?

<p>Problem </p> <p>What market problem will you solve?</p> <p>What spiritual problem will you solve?</p>	<p>Target Market </p> <p>Who needs your solution most?</p> <p>Who is your unreached people group (UPG)?</p>	<p>Distribution Channels </p> <p>How will you get it to your customers?</p> <p>Define any <u>employee</u> transformation plan.</p>	<p>Incomes </p> <p>What will you sell your varied solutions for?</p>
<p>Solution </p> <p>How can you uniquely solve the problem (UVP)?</p> <p>How can that solution intentionally align with the spiritual problem?</p>	<p>Sales Channels </p> <p>How will you reach your target market?</p> <p>Define any <u>customer</u> transformation plan.</p>	<p>Key Resources </p> <p>What assets are needed to deliver your solution?</p> <p>Define any <u>philanthropy</u> transformation plan.</p>	<p>Expenses </p> <p>What are your costs per sale?</p> <p>What are your overhead costs?</p>
			<p>Metrics </p> <p>How will you measure success in each department?</p>

Sales & Marketing

Operations

Finance & Admin

Team

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