FRESH WIND CONSULTING
GUIDE, PARTNER, IMPACT

LAUNCH READY TOOLKIT · TEMPLATE 1 OF 6

Business Model Canvas

Your whole business on one page. Fill the boxes in number order, starting with your customer.

Name	Business name	Date	Version

2 Problem
The top 1 to 3 problems your customer has. How do they solve them today?

4 Solution
What you offer for each problem, in plain words.

8 Key metrics
The 2 or 3 numbers you will track each week (sales, repeat customers, referrals).

3 Unique value
Why you? One sentence a customer could repeat to a friend.

9 Unfair advantage
What is hard to copy: relationships, recipes, skills, trust.

5 Channels
How customers find and buy from you: word of mouth, church, markets, online.

1 Customers
Who exactly? Who will buy first? Where do they live, shop, gather?

7 Costs
One-time startup costs and monthly costs. What is your biggest cost?

6 Revenue
What you sell, your price, and how customers pay (deposit, per item, monthly).

Unsure about a box? Write a ? in it. A question mark is your research list for next week.

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