

# HUSTLR BUSINESS CANVAS

## YOUR BUSINESS BLUEPRINT

### 1. PROBLEM

*What are you trying to solve?*

### 3. SUCCESS MEASUREMENT

*List the metrics that tell you how your business is doing.*

### 6. CUSTOMER DEMOGRAPHIC

*Who are your potential buyers?*

### 9. COSTS

*What is your fixed and variable costs?*

### 2. SOLUTION

*What people need to free themselves from the problem?*

### 4. USP

*What makes you different from your competitors?*

### 7. KEY PARTNER

*Who can you collaborate with?*

### 8. DISTRIBUTION

*Where do you plan to sell and reach your audience?*

### 10. REVENUE STREAMS

*What is your source of revenue?*

### 5. UNFAIR ADVANTAGE

*What is something you have that your competitors don't?*