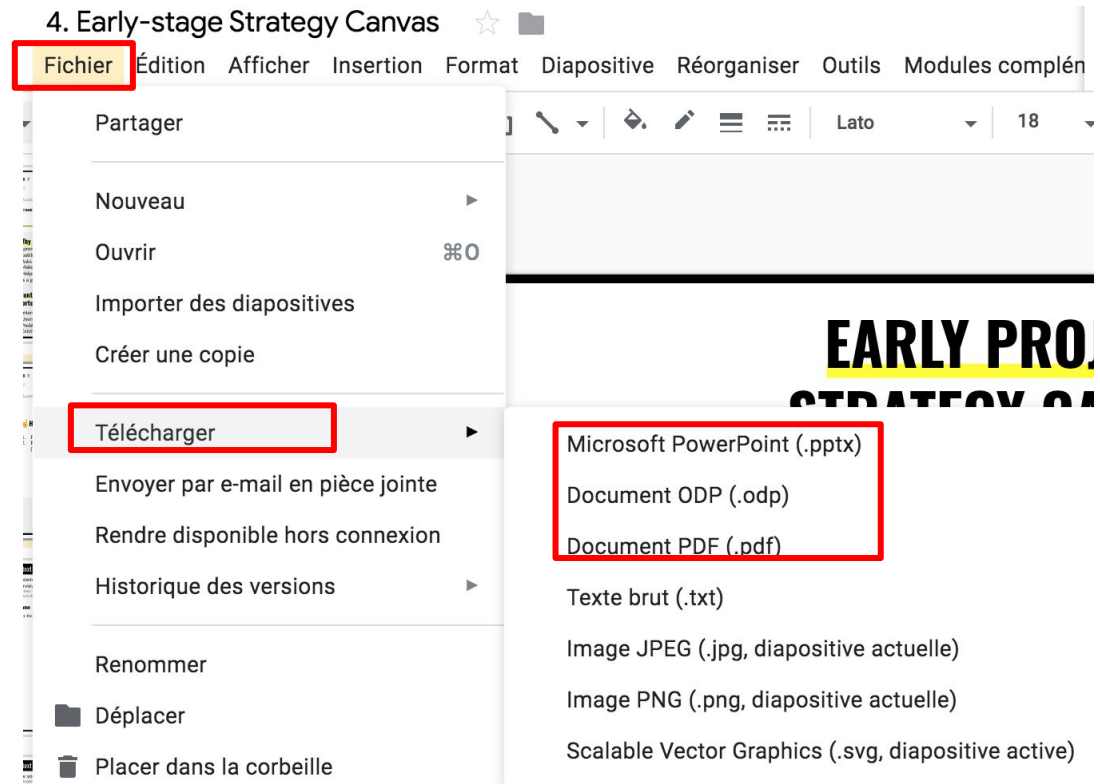


EARLY PROJECT STRATEGY CANVAS

👉 How to use this

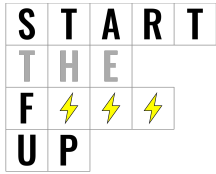
Option 1. Export as pdf, print it on A3, put it on your wall, then write with post its on it.

Option 2. Export it as .ppt or .odp then edit it digitally.
(You can reimport .ppt on Google Slides if you prefer Gslides)



JE NE DONNE PAS D'ACCÈS EN ÉDITION AU DOCUMENT DIRECTEMENT → VOUS POUVEZ L'EXPORTER ET LE RÉIMPORTER DANS VOTRE PROPRE GOOGLE DRIVE SI VOUS LE SOUHAITEZ

POUR TOUTE DEMANDE D'UTILISATION AUTRE OU PARTENARIAT, ENVOYEZ-MOI UN MAIL À MICKAEL@STFU.PRO 🙌



www.stfu.pro

EARLY PROJECT STRATEGY CANVAS

PROJECT NAME

PROJECT LEADER

Why?

Entrepreneurs need to be challenged to shine.

This battle-hardened canvas:

- Asks all the **key business questions**, in the **right order**
- Makes it easy to compare different projects
- Helps co-founders **align** on the same vision while filling it
- Is a good basis on which one can create his landing page

Context & Opportunity

- Interviews
- Users & Goals
- Problems
- Existing market

Solution

- Value Proposition
- User Journey
- Business Model
- Differentiators
- Prototype

Vision & Team

- Why / How / What
- 10 years goal
- Your Context
- Team

Write down what you learned from each **live interview** of a target user.

No interviews ? You should do some 😇

Who were they ? What were their goals ? What was their experience ? What problems did they face ?

What services did they use ? What would they improve ?

Their Name

Write here the details of the interview



Context & Opportunity : Users

START THE F⚡⚡⚡ UP

Who are your main **targets** ?

1 line per target. Be as specific as possible. Avoid “everybody”

Target 1

Target 2

Target 3

What are their **end goals** ?

Describe what they are trying to achieve

They want to do this

They want to do that

Target 2 wants to do this and that

What **problems** are they facing, to reach these goals ?

*Make the reader feel how **critical** these problems are, for each specific user type.*

Describe their horrible life here.

How are they solving these problems **today** ? What are the available solutions ?

Add links to the relevant websites.

Solution 1: they use it like this, cool because this, unsatisfying because...

Solution 2: ...

What are their **3 to 5 main criteria** to choose and buy a new solution to these problems ?

1 line per criteria. Ex: "- must integrate CRM XXX - ..."

- Criteria 1
- Criteria 2
- Criteria 3

What is the current buying process ?

Its critical part ?

Explain how your targets go from "unknown" to "users / clients"

First they learn about it at Then, if all the right conditions are present, they use it / buy it. Sometimes a third person has to authorize the transaction.



What is your **Value Proposition** ?

"We help [target] to [do goal] with [key advantage]"

What is your **pricing** ? Where is the money going ?

Also called " Business Model". Real precise numbers = ❤️

Describe your **solution**. Detail the complete **customer journey**.

Numbering helps : "1. User does this. 2. Then this happens 3. ..."



What is your acquisition strategy ?

List your channels and prioritize them (Linkedin, Adwords, Content, Influencers, etc.)

Why should your target **choose you** ?

List your key differentiators in terms of added value for the customer.

Should you pivot, what are your options ?



Your Solution: **Prototype**

START THE F⚡⚡⚡ UP

What is your current **Prototype** ?

Drawing of a storyboard sketch / Quantitative surveys / Mockups / Landing pages / Interactive prototype / Real app... show us what you got and what you've already tested 💪

Golden Circles & Vision

S | T | A | R | T | T | H | E | F | ⚡ | ⚡ | ⚡ | U | P |

If you're not familiar with the "Golden Circles" you need to watch [this Ted Talk from Simon Sinek](#) "How Great Leaders inspire Action" before filling this slide.

What ?

Describes in one sentence your principal activity

How ?

Describes in one sentence your key differentiator

Why ? "People don't buy what you do, they buy why you do it."

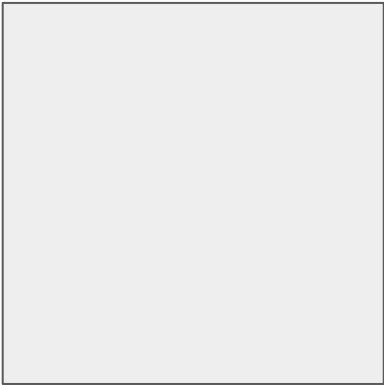
The Purpose of this project. "Why" is what made you personally choose this fight, and why you will defend it with passion whatever the obstacles. The product can change, the market can change, but "Why" you do this project will stay intact and will help you convince others.

What will this project become in 10 years ?

It's important that co-founders and supports agree clearly on the long term vision and benefits behind the project.

What are your next actions to make this project move forward ?

Who are you ? Why are you the right people to make this project happen ?
Highlight relevant expertise, (even outside your context), define roles and complementary skills. Put your picture :)



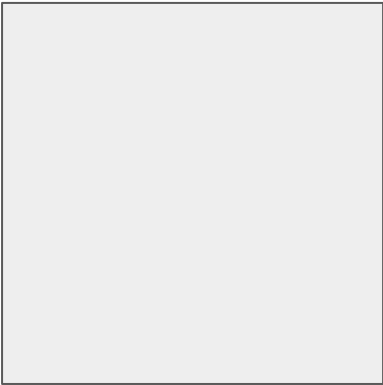
Team Member

Role

Short Bio

Skills

Other interesting stuff



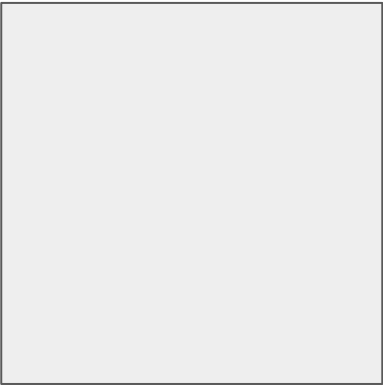
Team Member

Role

Short Bio

Skills

Other interesting stuff



Team Member

Role

Short Bio

Skills

Other interesting stuff



Team Member

Role

Short Bio

Skills

Other interesting stuff

Your Context (Personal or Corporate-wise)

S | T | A | R | T | T | H | E | F | ⚡ | ⚡ | ⚡ | U | P |

Why is this a **great opportunity** for your company / yourself ? What are the relevant **resources** of your corporate or personal context that will accelerate the project or give you an “unfair advantage” ?

What internal obstacles relative to your context do you foresee and how do you plan to overcome them ?



Lancez votre projet.
Avec des
entrepreneurs.

Contact

contact@stfu.pro

<https://www.startthefup.com/>