

THE EVO **PRODUCT STRATEGY CANVAS**

PRODUCT^{EVO}

IDEAL USER

Who is the ideal user with a specific problem you can solve?



PRODUCT

What is the product you intend to sell?



UNIQUE ADVANTAGE

What advantages do you have that make you uniquely suited to develop this product better than anyone else could?



DISTRIBUTION

What distribution channels will you use to deliver your product to your ideal users?



MARKET

What is the size, competitive nature, and demand of the market?



STATEMENT OF VALUE

What is a single, clear, compelling message that states the most important aspect of what your product is and what it will do for your ideal user?



KEY PARTNERS, TEAM & RESOURCES

What are your internal strengths and capabilities that can be leveraged? Which partnerships are essential to compliment your internal strengths and make this product successful?



GOALS

What is their number one goal of your users that goes beyond their pain?



CHALLENGES

What is their number one challenge, pain, frustration, or fear caused by their problem?



COMPETITORS

What products are your Ideal Users using now in order to get the results they want?



DIFFERENTIATION

What makes your product unique or different from your competitors?



RISKS

What are the risks related to designing, developing, manufacturing, importing, and selling your product?



REQUIREMENTS

What are the objective requirements that will determine the success or failure of this product?



EVOLUTION

What does the Minimum Viable Product look like? How will it evolve your product through Generation 1, 2, 3, etc?



REVENUE

What is your business model for this product including target retail price and margin?



COSTS

What is the total capital required to design, develop, and launch your product successfully? What is the unit cost? What is the cost to sell, distribute, and maintain this product as scale?

