## Diagram Description automatically generated

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| --- | --- | --- |
| Company Name | Founder(s) | Key Employees & Role |
|  |  |  |
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The purpose of this worksheet is to prepare you to create your company’s business model canvas by exploring what the product - market fit might be.

## Substitutes

What would your target customer do if they did not buy your PRODUCT or SERVICE, and what are the shortcomings of that solution (FUD)?

|  |  |
| --- | --- |
| Describe the substitute | List the main Shortcoming (Basis for FUD[[1]](#footnote-2)) |
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|  |  |

## Fears

What are the risks of switching to your PRODUCT or SERVICE?

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## Needs

What are the rational drivers of purchase?

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What are the hidden needs?

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## Wants

What are the emotional drivers of purchase?

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## Experience

What does it feel like to use your PRODUCT or SERVICE?

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## PRODUCT or SERVICE

What would your customer call your PRODUCT or SERVICE?

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## Customer

Describe the customer you are targeting

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## Benefits

What does your PRODUCT or SERVICE do?

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## Features

How does your PRODUCT or SERVICE work?

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| --- | --- |
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|  |  |

1. FUD is Fear, Uncertainty and Doubt. Meaning what is the substitute’s shortcoming you think would encourage a review of alternative products or services? [↑](#footnote-ref-2)