## Diagram  Description automatically generated

|  |  |  |
| --- | --- | --- |
| Company Name | Founder(s) | Key Employees & Role |
|  |  |  |
|  |  |
|  |  |

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)) |
|  |  |
|  |  |
|  |  |

##  Fears

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

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

## Needs

What are the rational drivers of purchase?

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

What are the hidden needs?

|  |  |
| --- | --- |
| 1.
 |  |
|  |  |
|  |  |

## Wants

What are the emotional drivers of purchase?

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

## Experience

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

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

## PRODUCT or SERVICE

What would your customer call your PRODUCT or SERVICE?

|  |
| --- |
|  |

## Customer

Describe the customer you are targeting

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

## Benefits

What does your PRODUCT or SERVICE do?

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

## Features

How does your PRODUCT or SERVICE work?

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

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)