Solopreneur Business Thinking Canvas

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2. Opportunity
Problems I can help solve:

4. Solutions
What I can actually offer:

9. Key Metrics
How I will know this is working:

1. Expertise
What I know how to do well:

5. Differentiators
Why someone would choose me:

6. Channels
Where and how people can find me:

3. Customers
Who needs this and will pay for it:

7. Expenses & Investments
What this will cost and how I will fund it:

8. Revenue & Rewards
What I get paid and what makes it worth it: