The Disciplined Entrepreneurship Canvas

PRODUCT _____ REVISION _____ DATE _____

TECHNOLOGY PUSH
MARKET PULL

1 Raison d'Être
Why are you in business?

Mission: MAKE THE WEB A RESOURCE FOR AVAILABILITY (NOT JUST AVAILABLE!)
Passion: TECHNOLOGY, CULTURE, & PEOPLE
Values: AUTHENTICITY, PROGRESSIVITY
Initial Assets: FIRST-HAND KNOWLEDGE, SECOND-HAND CONCERNS
Initial Idea: A "BUSY" FOOTER LINK TO SITE AVAILABILITY INFORMATION!

4 Competitive Advantage
Why you?

Moats:

Core:

Competitive Positioning:

5 Customer Acquisition
How does your customer acquire your product?

DMU:

Process to Acquire Customer:

Windows of Opportunity:

Possible Triggers:

8 Overall Economics
Does your product make money?

Estimated R&D Expenses:

Estimated G&A Expenses:

LTV/COCA Ratio High Enough:

9 Design & Build
How do you produce the product?

Identify Key Assumptions:

Test Key Assumptions:

MVBP:

Tracking Metrics:

2 Initial Market
Who is your customer?

Beachhead:

End User Profile:

TAM:

Persona:

First 10 Customers:

3 Value Creation
What can you do for your customer?

Use Case:

Product Description:

Problem Being Solved:

Quantified Value Proposition:

6 Product Unit Economics
Can you make money?

Business Model:

Estimated Pricing:

Short Term LTV:
Short Term COCA:
Medium Term LTV:
Medium Term COCA:
Long Term LTV:
Long Term COCA:

7 Sales
How do you sell your product

Preferred Sales Channel:

Sales Funnel:

Short Term Mix:

Medium Term Mix:

Long Term Mix:

10 Scaling
How do you scale your business?

Product Plan for Beachhead:

Next Market:

Product Plan beyond Beachhead:

Follow-on TAM:

The Disciplined Entrepreneurship Canvas

PRODUCT _____ REVISION _____ DATE _____

! market pull

1 Raison d'Être
Why are you in business?

Mission: END WORLD HUNGER
- A PROBLEM OF DISTRIBUTION

Passion: INNOVATION,
CONSERVATION, PRESERVATION

Values: TRANSPARENCY,
SIMPLICITY, SURVIVABILITY

Initial Assets:
KNOWLEDGE, RESEARCH, &
TIMELINESS

Initial Idea:
CUSTOMIZABLE
VEGAN COOKIE

4 Competitive Advantage
Why you?

Moats:

Core:

Competitive Positioning:

5 Customer Acquisition
How does your customer acquire your product?

DMU:

Process to Acquire Customer:

Windows of Opportunity:

Possible Triggers:

8 Overall Economics
Does your product make money?

Estimated R&D Expenses:

Estimated G&A Expenses:

LTV/COCA Ratio High Enough:

9 Design & Build
How do you produce the product?

Identify Key Assumptions:

Test Key Assumptions:

MVBP:

Tracking Metrics:

2 Initial Market
Who is your customer?

Beachhead:

End User Profile:

TAM:

Persona:

First 10 Customers:

3 Value Creation
What can you do for your customer?

Use Case:

Product Description:

Problem Being Solved:

Quantified Value Proposition:

6 Product Unit Economics
Can you make money?

Business Model:

Estimated Pricing:

Short Term LTV:
Short Term COCA:
Medium Term LTV:
Medium Term COCA:
Long Term LTV:
Long Term COCA:

7 Sales
How do you sell your product

Preferred Sales Channel:

Sales Funnel:

Short Term Mix:

Medium Term Mix:

Long Term Mix:

10 Scaling
How do you scale your business?

Product Plan for Beachhead:

Next Market:

Product Plan beyond Beachhead:

Follow-on TAM:

Primary Market Research Worksheet I: Preparation

Make a new copy of this worksheet for each market segment you analyze.

1. **Secondary market research sources and key lessons learned:**

   a. "State of the Industry" reports from Internet hardware suppliers (e.g. Cisco, Akamai, etc.) - due to the popularity of mobile & video bandwidth demand & spending on hardware continues to afford market opportunities

   b. "Marketing Insights" reports from web marketers (e.g. Google) - customer acquisition remains rooted in capturing attention & interest via "first impressions", i.e. is availability dependent

   c.

2. **Profile(s) of the people you want to engage with** (e.g., description of end user, economic buyer, champion, industry analysts, influencers; description should be enough to help you identify, find, and deselect potential candidates. Can include demographics and psychographics—see Step 3 for more info):

   1st Targeted Profile Name: Marketing Manager

   Description: Person responsible for maintaining a corporate web presence (most likely to spend money to assure site availability)

   2nd Targeted Profile Name: Small Business Entrepreneur

   Description: Person owning & managing their own business (most likely to interface with many customers & depend upon availability)

   3rd Targeted Profile Name: Medium Size Business Entrepreneur

   Description: Person owning their own business, not necessarily manager (most likely to have feedback about idea - but much more skeptical)

   4th Targeted Profile Name: Government IT Professional

   Description: Person with first-hand knowledge of regulatory req.'s (most likely to provide insight into administrative practices/priorities)

   5th Targeted Profile Name: Other (e.g. Tech-savvy Artist, Ph.D., Surgeon)

   Description: Person familiar with many styles/themes/approaches (most likely to provide useful feedback regarding idea & prototype)

3. **Your general recruitment script (be clear on who you are, why you want to engage, what you are asking for):**

   Based on your expertise getting in touch - to ask some questions about your first-hand experiences with (web)site availability - and to offer to share the conclusions after the interviews…

4. **Initial candidate list to contact**

Name & contact info	Profile type	Source	Why you want to engage with this person plus any other info to build rapport
Gleb	1		Long-time web user & developer
Mason	2		Embraces new technology
Ryan	3		Successful entrepreneur
Joao	4		Very Zeitgeist savvy
Chris	5		Open/honest w/opinions
Evan	4 (sorta)		Uncanny foresight capacity
Kaviraj	5 (sorta)		No one more tech. knowledgeable
James	2 (sorta)		Hardcore skeptic
Tim	1,2		Seems to be one step ahead…

Primary Market Research Worksheet II: Execution

Make a new copy of this worksheet for each market segment you analyze.

1. **Which profile are you engaging with:** _____

   How well does this person fit the profile: _____

   Type of engagement (e.g., interview, observation, test, immersion, other): _____
   _____

2. **Your general script/framework for engagement (Guidance: open-ended ➜ qualitative insights/hypotheses ➜ [if appropriate] quantitative insights/hypotheses and data) (approximately 5 key items):**

   a. _____
   Tell me about the last time you attempted to access a web-based resource & found it to be unavailable; how did you proceed?

   b. _____
   Do the sites you visit ever display "status" or "maintenance" information? Is the information available via a separate page, pop-up box, …?

   c. _____
   Do you use The Internet Archive's Wayback Machine to access pages/sites that are no longer available?

   d _____
   O.K. to ask for references to others who might be able to offer an opinion (by way of 15 minutes for an interview)?

   e. _____
   _____
   _____

3. **What did you learn?**
   _____
   _____
   _____
   _____

4. **What surprised you?**
   _____
   _____
   _____
   _____

5. **Which hypotheses did you seem to confirm? How and why?**
   _____
   _____
   _____
   _____

6. **Which hypotheses did you seem to invalidate? How and why?**

_____
_____
_____
_____

7. **Which hypotheses were you unable to reach conclusions on? Why?**

_____
_____
_____
_____

8. **What new questions were raised in this engagement?**

_____
_____
_____
_____

9. **List of additional future candidates obtained from current candidate**

Name & contact info	Profile type	Why does the current candidate think we should engage with this person, plus any other info to build rapport

10. **What changes should I make for the next primary market research engagement?**

   Profile changes: _____

   _____

   Qualitative insights/hypotheses updated (could be more or less than 3):

   a. _____

   _____

   b. _____

   _____

   c. _____

   _____

Quantitative insights/hypotheses updated (optional—only if appropriate and you are far enough along) (could be more or less than 3):

a. _____

_____

b. _____

_____

c. _____

_____

Script update:

a. _____

_____

_____

b. _____

_____

_____

c. _____

_____

_____

d. _____

_____

_____

11. **Headline for this engagement:**

_____

_____

_____

_____