

A one-page adaptation of the Business Model Canvas for startups, replacing four infrastructure boxes with Problem, Solution, Key metrics and Unfair advantage, so founders can document, rank and test the riskiest assumptions in a business idea instead of writing a plan.

PREPARED BY _____ DATE _____

PROBLEM The top one to three problems your early adopters have, stated in their language, plus the existing alternatives they use today. Replaces Key partners on Osterwalder's grid.	SOLUTION The minimum feature set that addresses the top problems. Deliberately a small box: Maurya's point is that founders over-invest here first, and the solution should be bound to tested problems. Replaces Key activities.	KEY METRICS The handful of numbers that tell you how the business is doing, typically stages of the customer lifecycle: acquisition, activation, retention, revenue, referral. Replaces Key resources.
UNIQUE VALUE PROPOSITION The single, clear, compelling message that states why you are different and worth attention, aimed at the early adopter. Sits at the centre of the canvas, as Value propositions does on the BMC.	UNFAIR ADVANTAGE Something that cannot easily be copied or bought: insider information, a dream team, personal authority, network effects, community. Maurya's rule is that a real one is rare at the start, and an honest blank beats a platitude. Replaces Customer relationships.	CHANNELS Your free and paid paths to customers: content, search, outbound, partnerships, app stores. Early on the job is finding any repeatable path to early adopters, and scalability comes later.
CUSTOMER SEGMENTS The target customers and users, narrowed to the early adopters most likely to buy first. On a two-sided model, each side is named, and Maurya advises a separate canvas per segment where they differ materially.	COST STRUCTURE Fixed and variable costs of operating the model: people, hosting, acquisition. Paired with Revenue streams to give a first read on burn and break-even.	REVENUE STREAMS How the model makes money: price, billing model, lifetime value. Maurya argues for charging from day one where possible, because price is part of the product and payment is the strongest validation.