

# The Launch Path Canvas 2.0

Name of Startup Venture: \_\_\_\_\_ Prepared by: \_\_\_\_\_

One Sentence Description: \_\_\_\_\_



## Problem

One clear sentence that articulates the problem your startup solves.



## Solution

How does your venture solve the problem you have articulated? Keep this short and concise!



## Why it Matters

Why is this a problem worth solving?



## Landscape

This is a list of competitors and alternatives. When a customer looks at alternative ways to solve the problem your startup solves, what will they see?

[Link to a full visualization.](#)



## ICP

What do you think your startup's Ideal Customer Profile will be?

[Link to a more personas.](#)



## Path to PMF

What is your plan for getting to Product-Market Fit?



## PMF Metrics

As you work your way toward Product-Market Fit, what are the key metrics that matter?



## Distribution

What are your distribution channels? Direct to consumer, or via resellers, or?



## Positioning

Within this landscape of competitors and alternatives, how is your venture positioned?



## Trigger

What makes someone suddenly be in the market for what your startup provides?



## Economics

What are the Unit Economics for this venture, what do we expect the CAC<LTV to look like, and what are our capital needs?

Unit Economics:

---

Customer Economics (CAC:LTV goal):

---

Enterprise Economics (runway):

---

[Link to spreadsheet.](#)



## Capital Strategy

What source and structure of capital will best align interests between founders, employees, shareholders, and investors?



## Unfair Advantage

What unique advantage does your startup have that may help to defend from competitors?



## Top 3 Benefits

What are the top 3 benefits that your product or services provides to customers?