

ENTREPRENEURS

Founder Positioning Canvas

Connect the people you help, the problem you solve and the proof you carry.

THE PEOPLE WE HELP:

THE COSTLY PROBLEM THEY FACE:

THE OUTCOME THEY WANT:

OUR USEFUL POINT OF VIEW:

OUR EVIDENCE:

THE STORY THAT EXPLAINS WHY WE CARE:

ONE SENTENCE:

I help [audience] achieve [outcome] by [approach],
supported by [proof].

