

Topic 1.1: What Is a Business?

LO: 1.1.A, 1.1.B | Skill: 1.A, 2.A | Canvas: Task 1

BUSINESS CANVAS PROJECT

Task 1: Identify and describe a customer's problem, need, or want.

This is the first step of your Business Canvas Project. You will return to this task throughout Units 1–4 as you develop your own business idea.

Step 1 — Brainstorm 3 possible customers

Cast a wide net first. Don't worry yet about which is best.

#	Customer (be specific)	Problem, need, or want	Guess or validated?
1			
2			
3			

Step 2 — Pick ONE customer to anchor your project

Look at your three brainstorms. Which customer's problem can you reasonably Learn more about over the next 6 weeks? Circle one above, then complete the box below.

My chosen customer (1–2 sentences):	
The specific problem, need, or want I think they have:	

Why this customer? (1–2 sentences):	
My biggest assumption I will need to validate later:	

Step 3 — Self-check

- Is your customer described specifically enough that someone could interview ONE of them tomorrow?
- Is the problem you identified the customer's problem — not your assumption of what would be cool to build?
- Have you separated 'guess' from 'evidence'? Most of this is still a guess. That's fine for Task 1.

Reminder: hypothesis-testing on this canvas element happens later in Unit 1 (Tasks 3 and 5). You are not expected to have validated answers yet.