

Rainmaker's Canvas

Perceived Need Or Problem ②	Resources Required To Deliver The Solution ⑦	Your Difficult To Copy Or Expensive To Replace Unique Solution ③	Your Irresistible Offer ④	Target Market or Customer ①
	Key Activities Required To Deliver Your Unique Solution ⑧		Distributions And/Or Marketing Channels ⑤	
	Key Metrics ⑨			
Cost Structure ⑩		Revenue Stream(s) ⑥		
Product or Service Focus		Market Focus		