

Market segments

Customer segments



Needs & demands

Market needs. Are they well served?



Offer

Products & services from you

Revenue attractiveness

What are customers willing to pay for?



Products & services from competitors



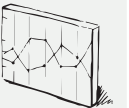
Switching costs

What binds customers and prevents them from switching?



Market issues

Key issues driving and transforming your market



Market Analysis Canvas 2.0

Inspired by the method from www.businessmodelgeneration.com



Project

Workshop

Done

Saved online