

# CANVAS VALIDATION QUESTIONS

An exemplary list, not all questions are adequate to every company example.  
The list is non-exhaustive for all possible dependencies among the canvas fields.

## **CUSTOMERS**

1. Is there a difference between a customer and a user depending on the value proposition, which you deliver?
2. Does every customer have an optimal/matching channel assigned?
3. Are customers ready to pay for the value proposition and do users desire it?
4. Can our product/service be purchased by every customer and will every user have access to it?

## **UNIQUE VALUE PROPOSITION / CUSTOMERS**

1. Do all unique value propositions have recipients in their segments?
2. Do customers desire your unique value proposition?
3. How does your product or service deliver the unique value proposition?
4. Are actions and resources sufficient to deliver the value proposition?
5. (if applicable) Do sub-contractors enable delivering of value proposition?

## **YOUR SOLUTION**

1. Are costs of manufacturing/fabrication included in the cost structure of the canvas?
2. What are the risks of solution realization? Is the company resilient/prepared for replacing/changing subcontractors or distributors?

## **CHANNELS**

1. Are the communication channels adequate to the relations with customers?
2. Can the value proposition be communicated through the Channels?
3. Are the costs of maintaining the channels included in the cost structure?
4. Are the communications channels with subcontractors included in the canvas? Czy (if relevant to the particular company/canvas)?

## **REVENUE STREAMS**

1. Does the revenue balance or exceed the cost? If not, is it known when that would happen?
2. Does the revenue include revenues generated by the channels?

## **COSTS**

1. Will the cost structure cover expenditures related to unique value proposition?
2. Will the cost structure cover expenditures related to the activities?
3. Will the cost structure cover expenditures related to maintaining of the channels?
4. Do the key resources include resources necessary to maintain relations with the customers?

## **KEY METRICS**

1. How will we know if we solve customers' problems?
2. How will we measure the customers' satisfaction?

## **COMPETITIVE ADVANTAGE**

1. Do we communicate our value proposition and our competitive advantage through the Channels?
2. Is what we consider our competitive advantage relevant to the customers?
3. What is the cost of maintaining the competitive advantage?