

TRIBE:
(tell the story of your persona)

Make sure the tribe is the right size, based on your resources and goals.

You can shrink or grow a tribe by using location, hobbies, age, preferences, etc.

Your tribe: PEOPLE with MONEY to spend, which may be different from your USER.

One tribe per canvas, decide which tribe is the best: profitable, influential, accessible.

<p>1 TRIBE TROUBLES (top three problems your tribe has)</p> <p>How does the tribe currently solve the problems listed above?</p>	<p>3 YOUR SOLUTIONS (what you do that solves the tribe's troubles)</p>	<p>2 UVP (how you explain to your tribe why they should buy you, i.e. something you would write in an advertisement)</p>	<p>5 TRIBE TRACKS (activities they do, that you keep track of, to see if your business is winning or losing)</p>
	<p>4 TRIBE CHANNELS (path to customers)</p>		<p>6 YOUR DEFENCE (what do you have/do that is harder for competitors to copy/buy/beat)</p>
<p>8 YOUR COSTS (what do you need to pay for in each box on the canvas?)</p>		<p>7 TRIBE OFFERINGS (how does your tribe reward you monetarily or otherwise?)</p>	