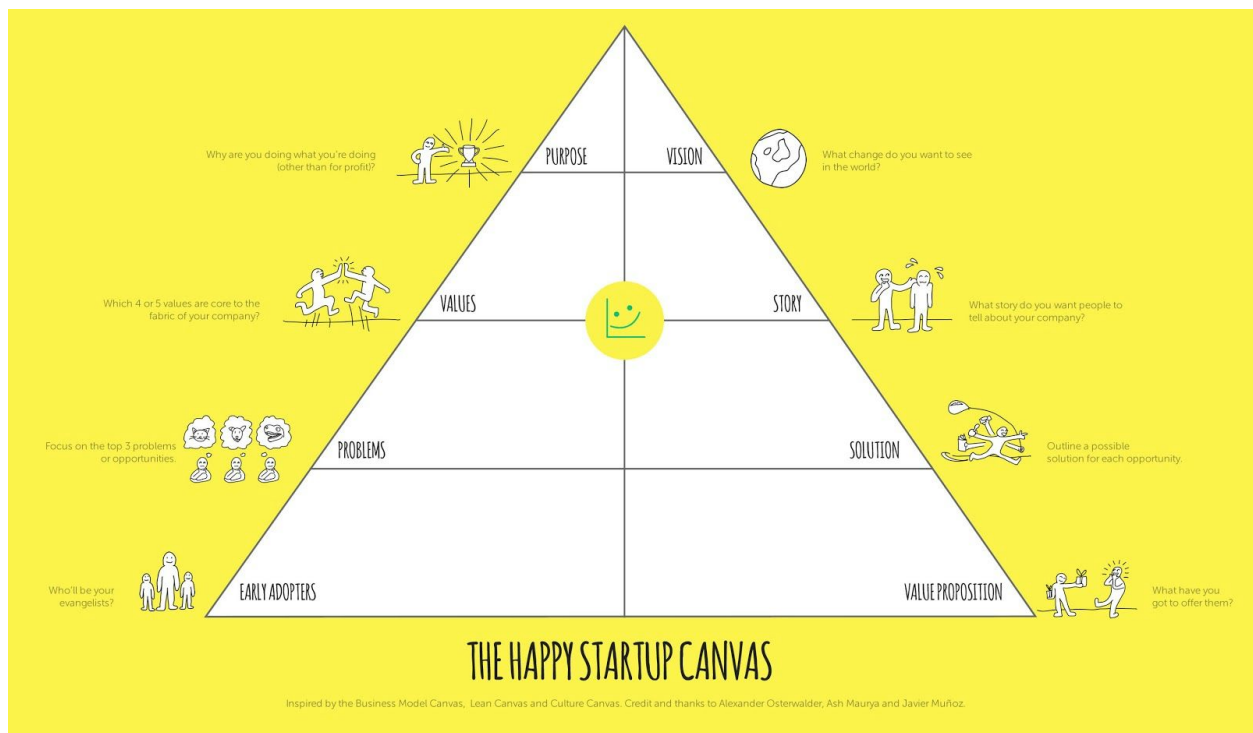


STOP DREAMING, START DOING

A free e-course for bringing any new idea to life *fast*



The e-course that will help you to stop dreaming and start doing.
You'll be more confident in what you're doing (and why) and be clearer
on what to focus on right now.

COURSE MATERIALS

1. Be clear about your why

PURPOSE



Why are we doing this (other than for profit)?

CHALLENGE 1 Purpose

We exist to

2. Share your vision for change

VISION



What change do we want to make?

CHALLENGE 2 Vision

The change we want to see in the world is

3. Tell the world what you stand for

VALUES



What values will drive the decisions we make?

CHALLENGE 3 Core values

We believe that

4. Know your story

STORY



What story do we want people to tell about us?

CHALLENGE 4 Story

The story we want people to tell about us is

5. Solve a pain point (or scratch your own itch)

PROBLEMS



What are the top 3 problems we're looking to solve?

CHALLENGE 5 Problems

The top 3 problems we're looking to solve

6. Make something people actually want

SOLUTION



How will we solve these problems?

CHALLENGE 6 Solution

Our proposed solution is

7. Find people that care

EARLY ADOPTERS



Who will be our natural supporters?

CHALLENGE 7 Early adopters

We think our passionate first customers will be

8. Make their lives meaningfully better

VALUE PROPOSITION



What value will we offer to our customers?

CHALLENGE 8 Your unique value proposition

**We'll make our customers lives better by
Increasing**

& reducing

Example

Using The Chirpy Business School

PURPOSE



Why are we doing this (other than for profit)?

...exists to
**inspire, empower &
connect those that
believe there's more to
life than making
money**

VISION



What change do we want to make?

The change we want to
see in the world is
**a world where
purpose-driven
businesses are the
norm not the exception**

VALUES



What values will drive the decisions we make?

We believe that
**business need not be a
dirty word, work
should be fun and
happiness leads to
success**

STORY



What story do we want people to tell about us?

The story we want people to tell about us is **life's too short to work in a job you hate**

PROBLEMS



What are the top 3 problems we're looking to solve?

The main problem we're solving is **too many people are unhappy at work and don't know what to do about it**

SOLUTION



How will we solve these problems?

Our proposed solution is **a 4 week online learning program that provides everything they need to make positive changes**

EARLY ADOPTERS



Who will be our natural supporters?

We think our early adopters will be **disillusioned knowledge workers who want more meaning and freedom**

VALUE PROPOSITION

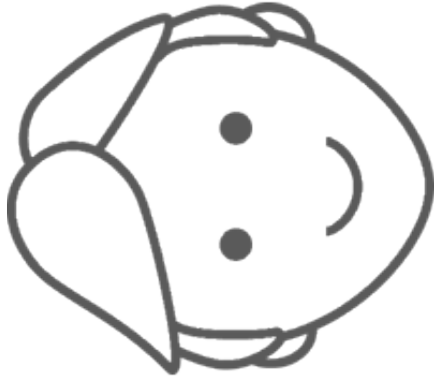


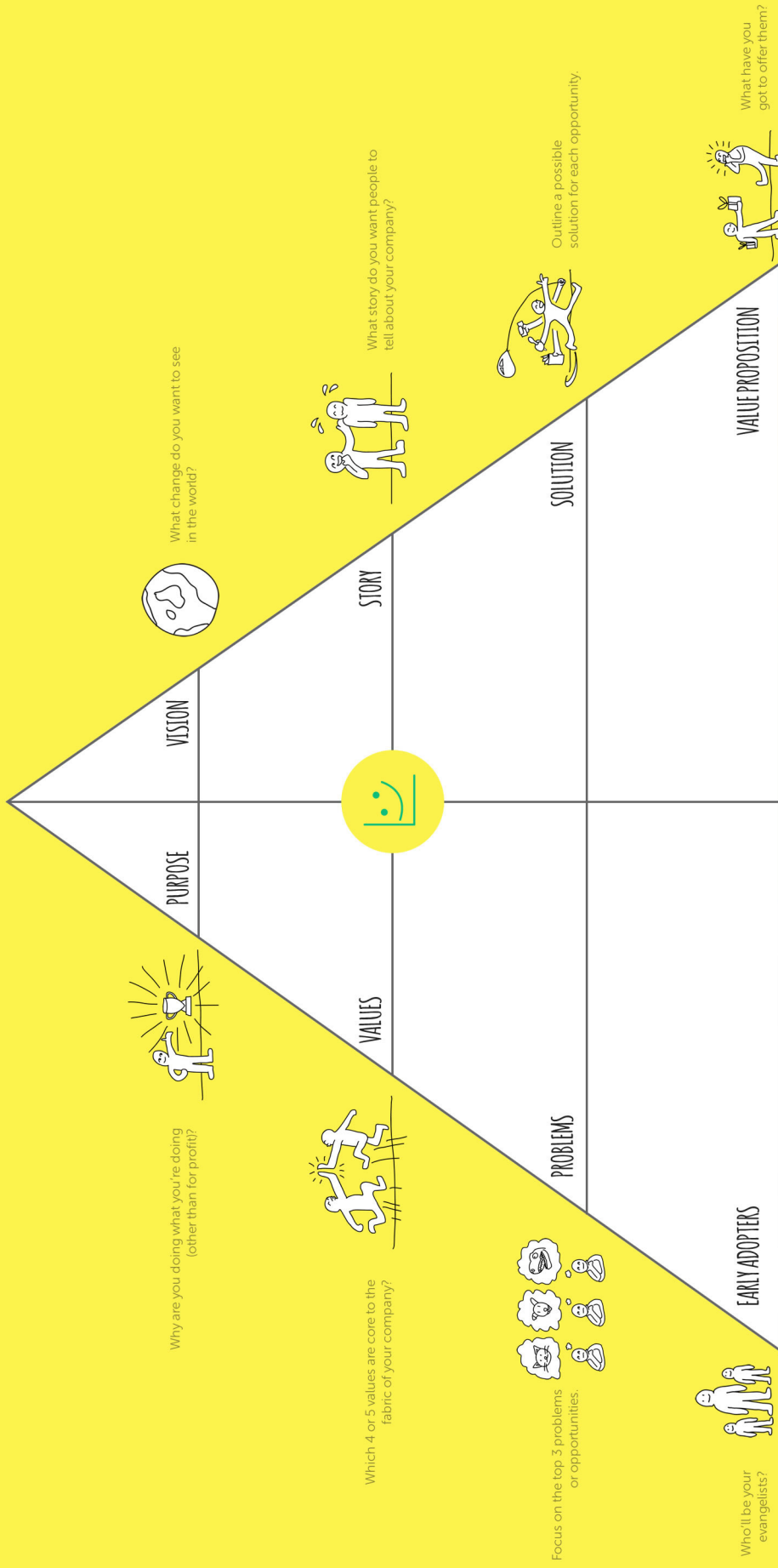
What value will we offer to our customers?

We'll make their life better by **increasing their confidence and reducing the confusion around where to start**

What's next?

1. **Share it** Get feedback on your answers and build upon it.. Be sure to use the hashtag [#happycanvas](https://twitter.com/happycanvas) on Twitter.
2. **Read this post** for some ideas on how to *thingify* your work www.bit.ly/1TTZaCJ
3. **Get help** Join our global tribe – more info at www.thehappystartupschool.com/membership
4. **Take your learning further** on our Home School Program and build your dream life and business with the help of in-depth videos, resources and mentors www.thehappystartupschool.com/homeschool

<div data-bbox="135 1910 183 2128">NAME & PICTURE</div> <div data-bbox="240 1482 675 1859"></div>	<div data-bbox="135 1025 183 1180">BEHAVIOURS</div> <div data-bbox="248 179 325 1180"><p>Describe their typical day. (Focus on behaviour patterns relevant to your value proposition/product)</p></div> <div data-bbox="375 934 408 1180"><p>Some examples:</p></div> <div data-bbox="418 208 536 1180"><ul style="list-style-type: none">• Has a housecleaner• Buys take-away 3 times a week• Frequently feels overwhelmed when she “forgets” something</div>
<div data-bbox="786 1827 834 2128">FACTS & DEMOGRAPHICS</div> <div data-bbox="895 1243 971 2128"><p>Describe the basics: age, job, family, hobbies and interests. Where do they live? What's it like?</p></div> <div data-bbox="1021 1874 1054 2128"><p>Some examples:</p></div> <div data-bbox="1064 1559 1262 2128"><ul style="list-style-type: none">• Working mum• 34 years old• Lives in Reading, works in London• Married, 2 kids• Household 125k a year</div>	<div data-bbox="786 992 834 1180">NEEDS & GOALS</div> <div data-bbox="895 351 928 1180"><p>List common questions, tasks, or frustrations they have.</p></div> <div data-bbox="978 934 1011 1180"><p>Some examples:</p></div> <div data-bbox="1021 622 1174 1180"><ul style="list-style-type: none">• Spend more time with her friends• Feel like she “has it sorted”• Live a healthier lifestyle• “Clone herself”</div>



THE HAPPY STARTUP CANVAS

Inspired by the Business Model Canvas, Lean Canvas and Culture Canvas. Credit and thanks to Alexander Osterwalder, Ash Maurya and Javier Muñoz.

This canvas is meant to be a starting point for creating the DNA of your organisation.

It's not meant to replace the business model canvas (or lean canvas if that's your preference).

Rather we see it as a way to pin down who you are and what you stand for before worrying about everyone else.

We believe that if more startups clearly communicated their core values and purpose they would be more successful.

We hope this will help you to be one of those companies – a happy startup.

Join our movement at thehappystartupschool.com or follow @happystartups on Twitter

NAME & PICTURE	BEHAVIOURS
FACTS & DEMOGRAPHICS	NEEDS & GOALS

CUSTOMER DEVELOPMENT MATRIX

SCORE FROM 1-3	CUSTOMER SEGMENT	CUSTOMER SEGMENT	CUSTOMER SEGMENT	CUSTOMER SEGMENT
LEVEL OF PAIN				
EASE OF ACCESS				
WILL THEY PAY?				
TOTAL				