**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.

## 1 TRIBE TROUBLES
(top three problems your tribe has)

How does the tribe currently solve the problems listed above?

## 3 YOUR SOLUTIONS
(what **you do** that solves the tribe's troubles)

## 4 TRIBE CHANNELS
(path to customers)

## 2 UVP
(how you explain to your tribe why they should buy you, i.e. something you would write in an advertisement)

## 5 TRIBE TRACKS
(activities they do, that you keep track of, to see if your business is winning or losing)

## 6 YOUR DEFENCE
(what do you have/do that is harder for competitors to copy/buy/beat)

## 8 YOUR COSTS
(what do you need to pay for in each box on the canvas?)

## TRIBE OFFERINGS 7
(how does your tribe reward you monetarily or otherwise?)

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