








# GROWTH CANVAS

Project name:



Designed By:



<p><b>Persona's</b> Summarize the target audience you want to target.</p> 	<p><b>North Star Metric &amp; KPI's</b> Break Down the most important metric for your business, and supportive KPI's.</p> 	<p><b>Value Proposition</b> Describe the value you bring to customers.</p> 		
<p><b>Awareness</b> How do users find you?</p> 	<p><b>Activation</b> How will you convert users?</p> 	<p><b>Retention</b> Why would users come back?</p> 	<p><b>Referral</b> How can people refer to their peers?</p> 	<p><b>Revenue</b> How will you get paying customers?</p> 