

The Agile Marketing Canvas

designed for:

designed by:

date:

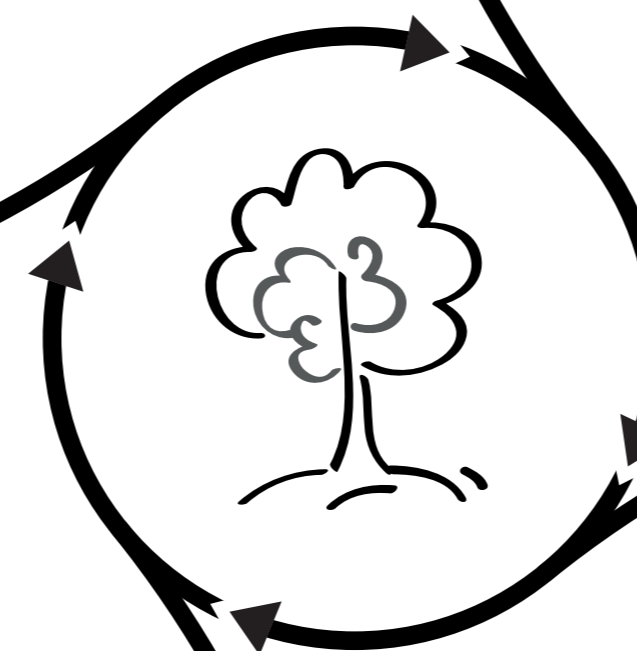
version:

Strategy

List the top 5 problem you solve
List outline and possible to solve
Write down a single, clear and compelling message that states why you are different and worth paying attention

Customers

Define all way a consumer can interact with your business
List anyone outside of the business than can be your key partner
List your path to customers (inbound / outbound)



People

List the values and principles of the team and create your team Manifesto

Process

List the policies of your team development process (i.e. iterative 2 week long, day of week you plan the task, day of week you show a demo, ...)

