












The Product Management Canvas

Product Name:
Canvas by:

Date:
Iteration #:

<p>Idea</p>  <p>1</p>	<p>Market</p>  <p>2</p>	<p>Business Value</p>  <p>4</p>	<p>Features</p>  <p>5</p>	<p>Metrics</p>  <p>6</p>
<p>Evangelism</p>  <p>7</p>	<p>Customer Segment</p>  <p>3</p> <p>Visual Identity</p>  <p>8</p>	<p>Go to Market</p>  <p>9</p>	<p>Key Resources</p>  <p>10</p>	<p>Risks</p>  <p>11</p>