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| Market positioning canvas[*Your brand*] |
| Target customer*Replace this text with a description of the target persona for your brand.***Name:****Age:****Education:****Occupation:****Experience:** | Customer problems*What is the main problem your target audience is facing?* | Market landscape*Where does your brand fit in the overall market?* | Differentiators*What about your brand cannot be easily copied or imitated?*  |
| Solution*How does your brand address it?* | Competitors*Competitor 1Competitor 2Competitor 3Competitor 4* | Brand attributes*What unique space does your brand occupy in the consumer’s mind?* |
| For [group of users] that [need/want], [company/product] is a [category/solution] that uniquely solves this by [benefit]. |

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