|  |  |  |  |
| --- | --- | --- | --- |
| 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 1  Competitor 2  Competitor 3  Competitor 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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