







STARTUP SURVIVAL PLANNING CANVAS

Name:

Date:

<h2>Headwinds</h2> <p>What are some of the obstacles and challenges inhibiting your growth? These can be Cultural, Organizational, Strategic or Tactical.</p> 	<h2>North Star</h2> <p>Your North Star is your innovation vision and values</p> 	<h2>Prepare for War</h2> <p>Map out your competitors – existing, emerging, new</p> 	
<h2>Tailwinds</h2> <p>What are some of the strengths, opportunities or points of differentiation propelling you to growth and competitive advantage?</p>	<h2>Compass</h2> <p>- Tools and techniques</p> <hr/> <h2>Polaris</h2> <p>- What is/was constant and will never change?</p>	<h2>Incumbent</h2> <p>Legacy traditional companies ripe for disruption</p> <hr/> <h2>Challengers</h2> <p>Fast moving and growing companies gaining momentum</p>	
<h2>Walk the Plank</h2>		<h2>NGPS</h2> <p>- What superpowers has technology created for you?</p> <hr/> <h2>Instinct</h2> <p>- When all else fails, what can you rely on?</p>	<h2>Incubating</h2> <p>Companies or brands similar to yours with much potential</p>
<h2>Last Words</h2> <p>It's 5 years into the future. You're out of business. What happened? Why did it happen? Write your eulogy.</p> 	<h2>Discover New Worlds</h2>		<h2>Victory Lap</h2> <p>You did it! You've made it. Unicorn status is official. Write the press release or highlights of the secret of your success</p> 
<h2>Mutiny!</h2> <p>What's your Heresy? Can you embrace the thing you fear the most. Imagine a world where your worst nightmare comes true.</p> 	<h2>Treasure Map</h2> <p>What businesses or business models do you admire? How could you incorporate these? What new revenue streams would emerge?</p> 