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| **THE PROBLEM STATEMENT CANVAS** | **STARTUP NAME** [Type here] | **DATE** [Type here] |
|  | **VERSION** [Type here] |
| **CONTEXT** When does the problem occur? | **PROBLEM** What is the root cause of the problem? | **ALTERNATIVES** What do customers do now to fix the problem? |
| **[Type here]** | **[Type here]** | **[Type here]** |
| **CUSTOMERS** Who has the problem most often? | **EMOTIONAL IMPACT** How does the customer feel? | **ALTERNATIVE SHORTCOMINGS** What are the disadvantages of the alternatives? |
| **[Type here]** | **[Type here]** | **[Type here]** |
| **QUANTIFIABLE IMPACT** What is the measurable impact? (include units) |
| **[Type here]** |