

How many user/customer profiles need to be reached?

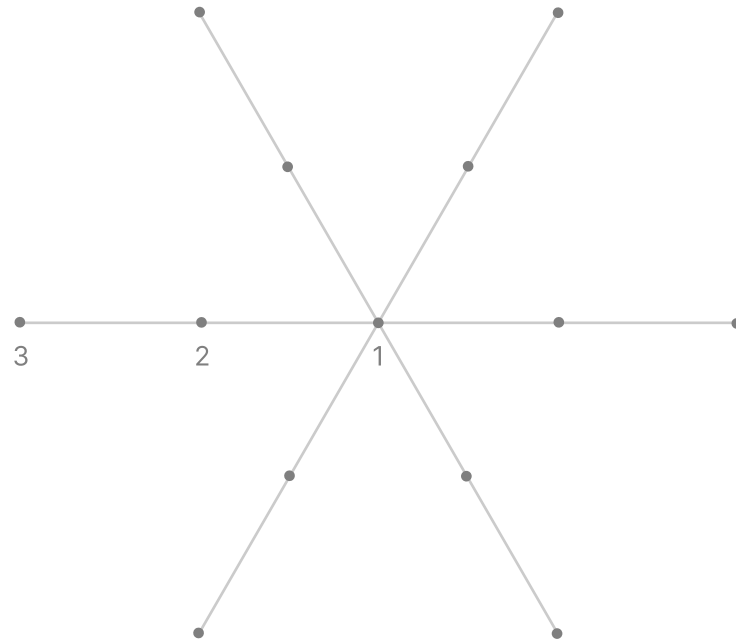
Score 3 for one profile; 2 for two profiles; 1 for three or more profiles.

On a scale from 1 to 3, how many customers do you need to reach breakeven? Use 3 for dozens; 2 for hundreds; 1 for thousands or more.

How well do you and your co-founders understand/master the technology required for the business? Score 3 for completely; 2 for partially; 1 for very little.

Title

The larger the area, the greater the potential for the idea to fit a bootstrapping approach.



How important is hiring third-party services for the business operations? Score 3 for slightly important; 2 for important; 1 for very important.

What is the revenue model? Score 3 for annual recurring revenue; 2 for monthly recurring revenue; 1 for non-recurring revenue.

What is the business operations structure? Score 3 for fully remote/virtual; 2 for partially remote/virtual; 1 for dependent on physical infrastructure, such as inventory, in-person service, etc.

Bootstrapping Canvas

A self-assessment and insight-generation tool for people building bootstrapped startups