



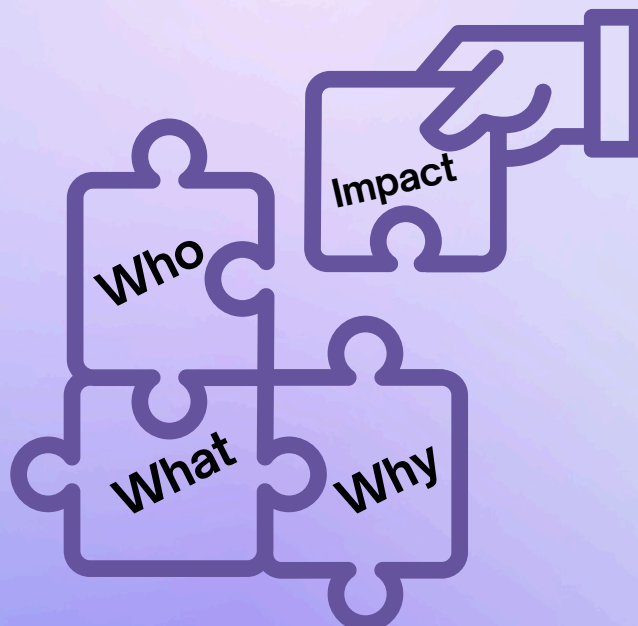
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# What is Problem Statement Canvas?

Every startup begins with solving a real problem.

The Problem Statement Canvas helps identify, validate, and articulate the problem clearly.

Ensures you're building for a real need, not just an assumption



# Why Problem Statement Matters?

- Prevents building solutions nobody needs.
- Aligns the team and investors on core challenge.



- Helps in customer discovery & validation.
- Forms the foundation for PoC, MVP, and Business Model.



# What is Problem Statement Canvas?

## CONTEXT

When does the problem occur?

## PROBLEM

What is the root cause of the problem?

## ALTERNATIVES

What do the customers do now to fix the problem?

## CUSTOMERS

Who has the problem most often?

## EMOTIONAL IMPACT

How does the customer feel?

## ALTERNATIVE SHORTCOMINGS

What are the disadvantages of the alternatives?

## QUANTIFIABLE IMPACT

What is the measurable impact (include units)?

# Elements of Problem Statement Canvas

## Target User/Customer –

Who faces the problem?

## Problem/Need –

What exactly is their pain point?

## Current Solution –

How do they solve it today?

## Limitations/Gaps –

Why are current solutions not good enough?

## Impact –

What happens if the problem is not solved?

# How to Define the Problem Clearly

Be specific: avoid vague terms like “people struggle.”

Use data or evidence: surveys, interviews, research.



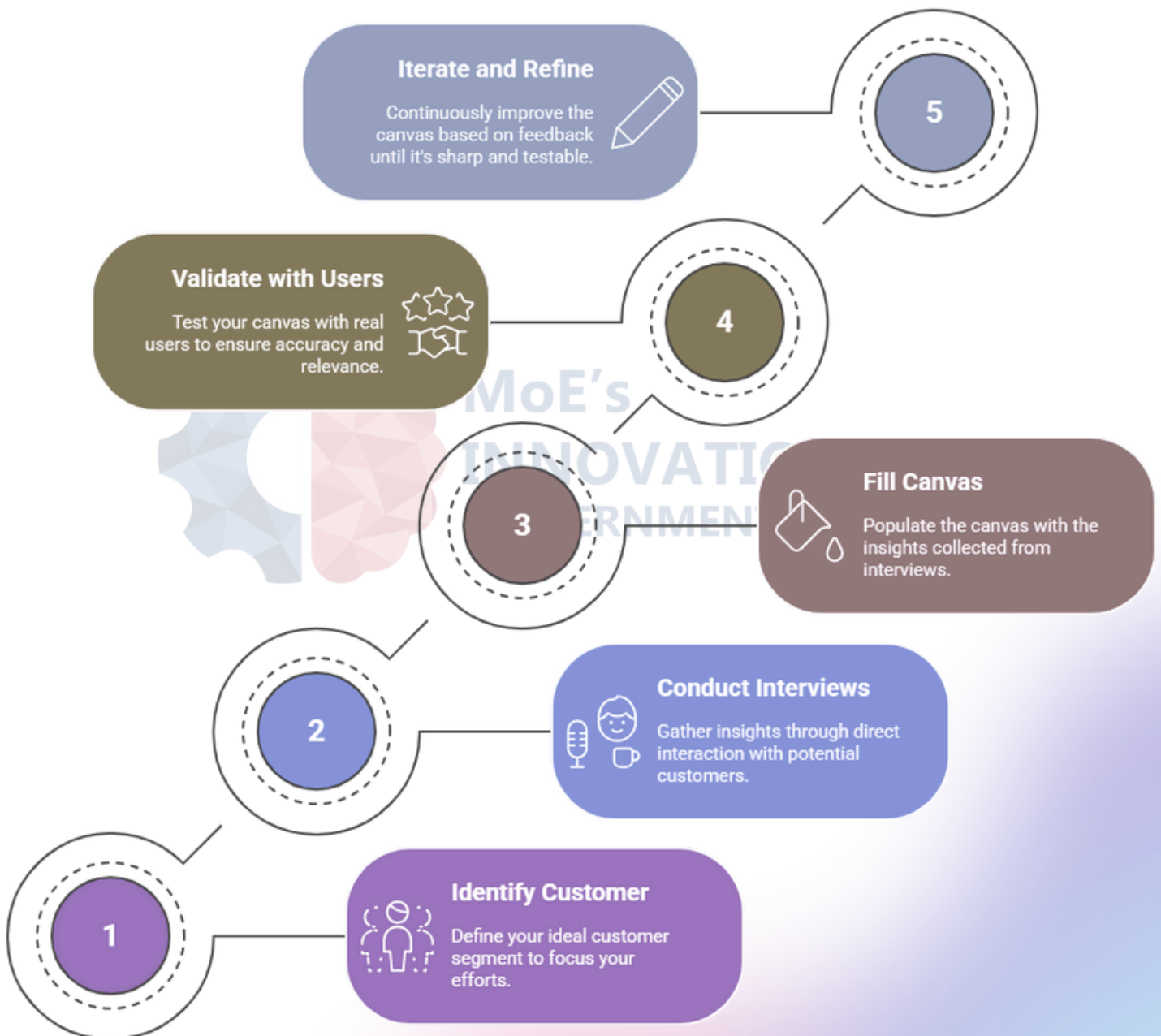
Focus on the pain point, not just symptoms.

Write it in one clear sentence: “[User] struggles with [problem] because [reason].”

## EXAMPLE

*College students [user] struggle with finding affordable housing [problem] because of lack of verified listings [reason].*

# Steps to Use the Problem Statement Canvas



# Example:

## Target User:

Urban professionals in Tier-1 Indian cities like Bangalore, Mumbai, and Delhi.

## Problem:

Spend over 2 hours commuting daily due to heavy traffic and inefficient public transport.

## Current Solution:

Public buses, metro, app-based ride-hailing (OLA, Uber).

## Limitations:

Public transport is overcrowded and unreliable; ride-hailing is expensive and affected by traffic congestion.

## Impact:

Lost productivity, increased stress, poor work-life balance, and health concerns.

# Key Takeaways

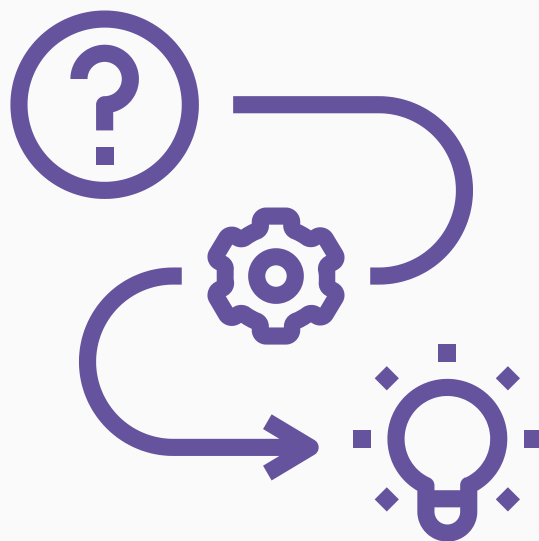
A clear problem statement is the backbone of every startup.

The canvas ensures structured thinking & validation.



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Strong problem definition = strong foundation for MVP & GTM.



***Fall in love with the problem, not the solution.***