

Pricing Strategy Canvas

Use this canvas to design, test, and refine your startup's pricing strategy. Keep it live. Revisit often.

1. Product Snapshot



What are you selling?

e.g., "An AI-powered CRM for small e-commerce businesses."



Target customer segment:

e.g., D2C founders, early-stage e-commerce startups_



Key value proposition (in customer's words):

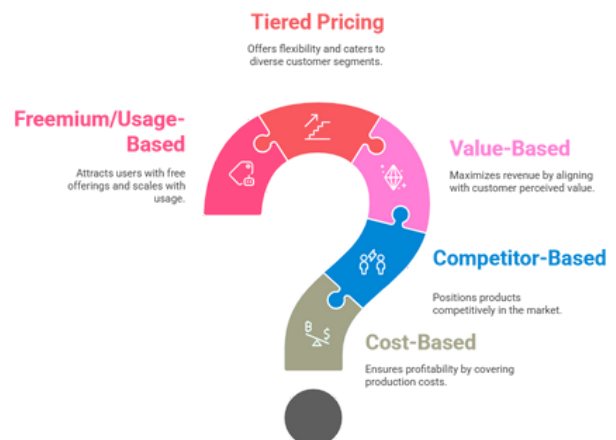
e.g., "Helps me close deals 2x faster without hiring a sales team"

2. Pricing Model Chosen

- ☐ Cost-Based
- ☐ Competitor-Based
- ☐ Value-Based
- ☐ Tiered Pricing
- ☐ Freemium / Usage-Based / Other ____

Why this model?

Write 1-line rationale.



3. Customer Value Map

Feature or Outcome	Customer Value (Low / Med / High)	Competitive Advantage (Yes / No)

Use this to prioritize what customers value and where you stand out.

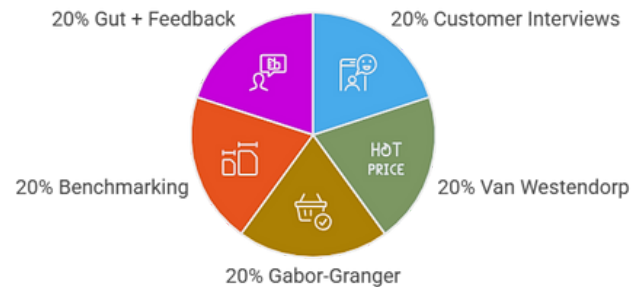
4. Willingness to Pay (WTP)

Top methods used (select all):

- ☐ Customer interviews
- ☐ Van Westendorp
- ☐ Gabor-Granger
- ☐ Benchmarking
- ☐ Gut + Feedback

Observed WTP Range:

\$ _____ to \$ _____




5. Psychological Anchors & Framing


 **Price anchor (internal/external):**
e.g., “Competitor charges \$4,999/mo”

 **Why will this pricing feel like a great deal or premium fit?**
e.g., “We offer more features + better UX at \$3,499”


6. Risks & Red Flags

 **What might make customers reject this price?**
e.g., Not enough perceived value, unclear ROI, premium tier confusion

7. Pricing Experiment Plan

 **Current launch price:** \$ _____
Next test or experiment:
e.g., Try \$2,999/mo with onboarding email campaign

Review date: ____ / ____ / 2025

 **Treat your pricing like a product.**
Ship it, test it, learn, refine.

