Assumptions, Coherence & Pressure Canvas

A Living Reality-Check Tool for Startup Execution

Steven Mitts

Digital Startup Playbook

How to Use This Canvas

This canvas exists to make assumptions explicit, check coherence across your startup model, and identify where pressure will emerge as you execute. Fill it out quickly. Return to it often. This tool remains relevant well beyond this module.

1. Explicit Assumptions

List the assumptions you are currently operating under. Hidden assumptions create blind spots.

Area	Assumption
Customer	
Problem	
Solution	
Pricing	
Distribution	
Timeline	

2. Coherence Across Blocks

Check whether each part of your startup model logically supports the others.

Block A	Block B	Coherence Notes
Problem	Customer	
Customer	Distribution	
Distribution	Pricing	
Pricing	Revenue Goals	
Solution	Founder Capability	

3. Where Pressure Will Emerge

Identify where stress or resistance is most likely to appear as you scale effort.

Area	Expected Pressure	Early Warning Signals
Customer Acquisition		
Sales Cycle		
Product Delivery		
Retention		
Founder Capacity		

Revisit & Update Notes

Date this review. What changed? What broke? What held?