You, Inc.
Becoming A Solopreneur

Business Model Canvas
2-Customer Segments

Step #1: In **no less than 100** words explain the process you used to identify the key customer segments. And of course, describe those segments as accurately as possible (think buyer persona)

Step #2: Take part one and condense it down to **no more than 30 words**.

Step #3: Now, focus your writing so that you can express the Cannel(s) in "old school" Twitter. **No more than 144 characters**!

Customer Segments defines the groups of people or organizations you aim to reach or serve. Every company needs profitable customers in order to survive. Using the business model canvas, you will determine what your customer segment(s) will be. A good way to think about this block is to treat it as the demographic information of your customers.