



# THE HAPPY STARTUP CANVAS

Inspired by the Business Model Canvas, Lean Canvas and Culture Canvas. Credit and thanks to Alexander Osterwalder, Ash Maurya and Javier Muñoz.

This canvas is meant to be a starting point for creating the DNA of your organisation.  
 It's not meant to replace the business model canvas (or lean canvas if that's your preference).  
 Rather we see it as a way to pin down who you are and what you stand for before worrying about everyone else.  
 We believe that if more startups clearly communicated their core values and purpose they would be more successful.  
 We hope this will help you to be one of those companies – a happy startup.

Join our movement at [thehappystartupschool.com](http://thehappystartupschool.com) or follow @happystartups on Twitter