

# THE AI SURVIVAL CANVAS

Nine blocks. Three levels. One question every AI founder has to answer at the gate.

## Survival Canvas: the whole book on one page

Nine blocks, three levels, one question — will the business survive at scale

### LEVEL A · STRATEGY — will you even reach scale

#### 1 · Workflow wedge

how painful it is to leave

→ chapter 3

#### 2 · Distribution engine

how the product actually spreads

→ chapter 4

#### 3 · Retention loop

why they stay a year in

→ chapter 5

### LEVEL B · ECONOMICS — will you survive your own success (counted in the model)

#### 4 · Inference

AI-layer margin

→ chapter 6

#### 5 · Heavy users

who burns the margin

→ chapter 7

#### 6 · Unit economics

LTV : CAC, payback

→ chapter 8

#### 7 · Burn & runway

how much time

→ chapter 9

### LEVEL C · SYNTHESIS & VERDICT — will you survive the worst case

#### 8 · Shock stress test

what breaks when shocks arrive together

→ chapter 10

#### 9 · Survival Verdict

one causal sentence on fate

→ chapter 11

**One question at the gate: will this business survive at scale — and why?**

*You draw the Canvas — the model does the math. Plain language on top, full depth below.*