

B. Lean Canvas

# LEAN CANVAS

Title: \_\_\_\_\_ Created By: \_\_\_\_\_ Date: \_\_\_\_\_

## PROBLEM

List your top 1-3 problems.



## SOLUTION

Outline a possible solution for each problem.



## UNIQUE VALUE PROPOSITION

Single, clear, compelling message that states why you are different and worth paying attention.



## UNFAIR ADVANTAGE

Something that cannot easily be bought or copied



## CUSTOMER SEGMENTS

List your target and users.



## EXISTING ALTERNATIVES

List how these problems are solved today



## KEY METRICS

List the key numbers that tell you how your business is doing



## HIGH LEVEL CONCEPT

List your X for Y analogy (e.g. YouTube - Flickr for videos)



## CHANNELS

List your path to customer (inbound or outbound)



## EARLY ADOPTERS

List the characteristics of your ideal customers



## COST STRUCTURE

List your fixed and variable costs



## REVENUE STREAMS

List your sources of revenue

