

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

