## **LEAN CANVAS**

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## **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 attetion.



### 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

