

Lean Model Canvas

Lean Canvas

Name: _____

Date: / /

2 Problem

List your top 3 problems

Existing alternatives:

4 Solution

Outline a possible solution for each problem

8 Key Metrics

List the key numbers that tell you how your are doing

3 Unique Value Proposition

Single, clear, compelling message that turns an unaware visitor in an interested prospect

9 Unfair Advantage

Something that can't be copied or be bought

5 Channels

How are you going to reach your costumers

1 Customer Segments

List your target customers and users

Market size:

Early adopters:

7 Cost Structure

List your fixed and variable costs for e.g. running the business, overhead, development, etc.

6 Revenue Streams

List your sources of revenue