|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Designed for: | | | | | Designed by: | | Date: | | Version: |
| **Lean Canvas (Instruction Page)** | |  | | |  | |  |  |  |  |  |
|  |  |  | | | | |  | |  | | |
| **Problem** | **Solution** | | **Unique Value Proposition** | | | **Unfair Advantage** | | | **Customer Segments** | | |
| Top 3 problems your target customers have that you can solve | Top 3 features you offer, and the respective outcome they help customers achieve by what time (e.g. Enhanced baking soda that removes any stain in 5 seconds) | | Single, clear and compelling message that states why you are different and worth buying | | | | Can’t be easily copied, bought or substituted | | Target Customers (The ones that will jump on board now that they have seen your early adopters have helped you create the polished proven version of your offering. | | |
| **Existing Alternatives** | **Key Metrics** | | **High-Level Concept** | | | | **Channels** | | **Early Adopters** | | |
| List the solutions provided by direct, indirect and substitute competitors. | Based on the key activities you need to measure to determine success | | List your X for Y analogy  (e.g. YouTube = Flickr for videos) | | | | Routes to access your target customers (e.g. Networking, YouTube, Partnerships, etc.) | | List the characteristics of the type of customers that will become your customers, while you only have an interim version of your product/service (e.g. your minimum viable product) | | |
| **Cost Structure** | | | | **Revenue Structure** | | | | | | | |
| List your fixed and variable costs.  Customer acquisition costs  Distribution costs  Hosting  People  Etc. | | | | List your sources of revenue.  Revenue Model  Life Time Value  Revenue  Gross Margin | | | | | | | |
| Lean Canvas was adapted from The Business Model Canvas by Ash Maurya (provided by www.krisfoye.com) | | | | | | | | | | | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Designed for: | | | | | Designed by: | | Date: | | Version: |
| **Lean Canvas** | |  | | |  | |  |  |  |  |  |
|  |  |  | | | | |  | |  | | |
| **Problem** | **Solution** | | **Unique Value Proposition** | | | **Unfair Advantage** | | | **Customer Segments** | | |
|  |  | |  | | | |  | |  | | |
| **Existing Alternatives** | **Key Metrics** | | **High-Level Concept** | | | | **Channels** | | **Early Adopters** | | |
|  |  | |  | | | |  | |  | | |
| **Cost Structure** | | | | **Revenue Structure** | | | | | | | |
|  | | | |  | | | | | | | |
| Lean Canvas was adapted from The Business Model Canvas by Ash Maurya (provided by www.krisfoye.com) | | | | | | | | | | | |