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|  |  | 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 costsDistribution costsHostingPeopleEtc.  | List your sources of revenue.Revenue ModelLife Time ValueRevenueGross Margin |
| Lean Canvas was adapted from The Business Model Canvas by Ash Maurya (provided by www.krisfoye.com) |

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