

COOMPANION LEAN CANVAS

1. CHALLENGE/PROBLEM

List your top 1-3 challenges

Existing Alternatives

How are these challenges solved today?

4. SOLUTION

Outline a possible solution for each challenge

8. KEY METRICS

List the key numbers that tells how your business is doing.

3. UNIQUE VALUE PROPOSITION

Single, clear, compelling message that states why you are different and worth paying attention to.

High Level Concepts

Your X for Y analogy (ex YouTube + Flickr for videos)

9. UNFAIR ADVANTAGE

Something that can't be easily copied or bought.

5. CHANNELS

Ways to reach your customers/users (in- and outbound)

2. CUSTOMER SEGMENT

Your target customers/users

Early Adopters

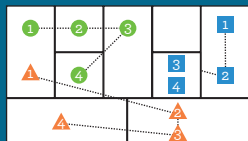
Charateristics of your ideal customers

7. COST STRUCTURE

Your fixed and variable costs

6. REVENUE STREAMS

Your sources of revenue



● Product risk
■ Customer risk
▲ Market risk

Risk order