

Lean Canvas

Designed for:

Designed by:

Date:

Version:

Problem

Top 3 problems

Solution

Top 3 features

Unique Value Proposition

Single, clear and compelling message that states why you are different and worth buying

Unfair Advantage

Can't be easily copied or bought

Customer Segments

Target Customers

Existing Alternatives

List how these problems are solved today.

Key Metrics

Key activities you measure

High-Level Concept

List your X for Y analogy (e.g. YouTube = Flickr for videos)

Channels

Path to customers

Early Adopters

List the characteristics of your ideal customers.

Cost Structure

List your fixed and variable costs.
Customer acquisition costs
Distribution costs
Hosting
People
Etc.

Revenue Structure

List your sources of revenue.
Revenue Model
Life Time Value
Revenue
Gross Margin

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