

The Lean Canvas













Designed for:

LinkedIn

Designed by:

Date:

Version:

<p>Problem </p> <p>Manage professional Identity</p> <p>Reach right talent</p> <p>Reach the right buyers</p> <p>Sell apps</p>	<p>Solution </p> <p>Prof. Community Platform</p> <p>Hiring Tools</p> <p>Prof. Contextual Advertising</p> <p>APIs, Widgets</p>	<p>Unique Value Prop. </p> <p>Professional Network</p> <p>Targeted Hiring</p> <p>Targeted Ads</p> <p>Global Platform</p>	<p>Unfair Advantage </p> <p>Massive Scale</p>	<p>Customer Segments </p> <p>Internet Users</p> <p>Recruiters</p> <p>Advertisers & Marketers</p> <p>Developers</p>
<p>Existing Alternatives </p> <p>Job and CV Portals</p>	<p>Key Metrics </p> <p>Size of network</p> <p>#subscriptions</p> <p>#campaigns</p> <p>#apps, #developers</p>	<p>High-Level Concept </p> <p>Facebook for Professionals</p>	<p>Channels </p> <p>Website, Apps</p> <p>Field Sales</p> <p>Developer Tools & APIs Portal</p>	<p>Early Adopters </p> <p>Internet enthusiasts</p>
<p>Cost Structure </p> <p>Data Center Operations</p> <p>R&D Costs (personnel ++)</p> <p>Sales & Marketing</p> <p>General & Admin</p>		<p>Revenue Streams </p> <p>Free and premium subscriptions</p> <p>Hiring Solutions subscriptions</p> <p>Marketing Solutions subscriptions</p>		