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|  |  | Designed for: | | | | | Designed by: | | Date: | | Version: |
| **Lean Canvas** | | LinkedIn | | |  | |  |  |  |  |  |
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| **Problem** | **Solution** | | **Unique Value Proposition** | | | **Unfair Advantage** | | | **Customer Segments** | | |
| Manage professional Identity  Reach right talent  Reach the right buyers  Sell apps | Prof. Community Platform  Hiring Tools  Prof. Contextual Advertising  APIs, Widgets | | Professional Network  Targeted Hiring  Targeted Ads  Global Platform | | | | Massive Scale | | Internet Users  Recruiters  Advertisers & Marketers  Developers | | |
| **Existing Alternatives** | **Key Metrics** | | **High-Level Concept** | | | | **Channels** | | **Early Adopters** | | |
| Job and CV Portals | Size of network  #subscriptions  #campaigns  #apps, #developers | | Facebook for Professionals | | | | Website, Apps  Field Sales  Developer Tools & APIs Portal | | Internet enthusiasts | | |
| **Cost Structure** | | | | **Revenue Structure** | | | | | | | |
| Data Center Operations  R&D Costs (personnel ++)  Sales & Marketing  General & Admin | | | | Free and premium subscriptions  Hiring Solutions subscriptions  Marketing Solutions subscriptions | | | | | | | |
| Lean Canvas is adapted from The Business Model Canvas ([www.businessmodelgeneration.com/canvas](http://www.businessmodelgeneration.com/canvas)). Word implementation by: Neos Chronos Limited (<https://neoschronos.com>). License: [CC BY-SA 3.0](https://creativecommons.org/licenses/by-sa/3.0/) | | | | | | | | | | | |

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| **Problem** | **Solution** | | **Unique Value Proposition** | | | **Unfair Advantage** | | | **Customer Segments** | | |
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| **Existing Alternatives** | **Key Metrics** | | **High-Level Concept** | | | | **Channels** | | **Early Adopters** | | |
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| **Cost Structure** | | | | **Revenue Structure** | | | | | | | |
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