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|  |  | Designed for: | Designed by: | Date: | Version: |
| **Lean Canvas** |  |  |  |  |  |  |  |
|  |  |  |  |  |
| **Problem** | **Solution** | **Unique Value Proposition** | **Unfair Advantage** | **Customer Segments** |
| Top 3 problems | Top 3 features | Single, clear and compelling message that states why you are different and worth buying  | Can’t be easily copied or bought  | Target Customers |
| **Existing Alternatives** | **Key Metrics** | **High-Level Concept** | **Channels** | **Early Adopters** |
| List how these problems are solved today. | Key activities you measure | List your X for Y analogy(e.g. YouTube = Flickr for videos) | Path to customers | List the characteristics of your ideal customers. |
| **Cost Structure** | **Revenue Structure** |
| List your fixed and variable costs.Customer acquisition costsDistribution costsHostingPeopleEtc.  | List your sources of revenue.Revenue ModelLife Time ValueRevenueGross Margin |
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