

The Lean Canvas

Designed for:

Startup Name

Designed by:













Name1, Name2, ...

Date:

DD/MM/YYYY

Version:

X.Y

<p>Problem </p> <p>Top 3 problems</p>	<p>Solution </p> <p>Top 3 features</p>	<p>Unique Value Prop. </p> <p>Single, clear and compelling message that states why you are different and worth buying</p>	<p>Unfair Advantage </p> <p>Can't be easily copied or bought</p>	<p>Customer Segments </p> <p>Target Customers</p>
<p>Existing Alternatives </p> <p>List how these problems are solved today.</p>	<p>Key Metrics </p> <p>Key activities you measure</p>	<p>High-Level Concept </p> <p>List your X for Y analogy (e.g. YouTube = Flickr for videos)</p>	<p>Channels </p> <p>Path to customers</p>	<p>Early Adopters </p> <p>List the characteristics of your ideal customers.</p>
<p>Cost Structure </p> <p>List your fixed and variable costs. Customer acquisition costs Distribution costs Hosting People Etc.</p>		<p>Revenue Streams </p> <p>List your sources of revenue. Revenue Model Life Time Value Revenue Gross Margin</p>		












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Problem 	Solution 	Unique Value Prop. 	Unfair Advantage 	Customer Segments 
Existing Alternatives 	Key Metrics 	High-Level Concept 	Channels 	Early Adopters 
Cost Structure 		Revenue Streams 