

# The Lean Canvas

Designed for:

Startup Name

Designed by:













Name1, Name2, ...

Date:

DD/MM/YYYY

Version:

X.Y

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











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