**LEAN CANVAS**

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| **1. Problem** | **4. Solution** | | **3. Unique Value Proposition** | | | **5. Unfair Advantage** | | | **2. Customer Segments** | | |
| What are we solving for our users?  What gaps are we addressing for our customers? | How do we address the needs of users?  What experience should customers get? | | Single, clear and compelling message that states why you are different and worth buying | | | | What do we have that others can't replicate or acquire? | | Who are our target users?  Who are our target customers? | | |
| **Existing Alternatives** | **8. Key Metrics** | | **9. Channels** | | **Early Adopters** | | |
| Who are our closest competitors?  What do our customers currently rely on? | How do we track our progress?  What are our criteria for success? | | How do we reach our audiences? | | Who will be using our raw product or service?  Who will benefit from it? | | |
| **7. Cost Structure** | | | | **6. Revenue Structure** | | | | | | | |
| List your fixed and variable costs.  Customer acquisition costs  Distribution costs  Hosting  People  Etc. | | | | List your sources of revenue.  Revenue Model  Life Time Value  Revenue  Gross Margin | | | | | | | |
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| **Problem** | **Solution** | | **Unique Value Proposition** | | | **Unfair Advantage** | | | **Customer Segments** | | |
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| **Existing Alternatives** | **Key Metrics** | | **Channels** | | **Early Adopters** | | |
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| **Cost Structure** | | | | **Revenue Structure** | | | | | | | |
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