**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 costsDistribution costsHostingPeopleEtc.  | List your sources of revenue.Revenue ModelLife Time ValueRevenueGross Margin |
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| **Problem** | **Solution** | **Unique Value Proposition** | **Unfair Advantage** | **Customer Segments** |
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| **Cost Structure** | **Revenue Structure** |
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