The Lean Canvas

Streamlined business model validation tool focused on identifying key assumptions and risks in early-stage ventures.
Developed by Ash Maurya as entrepreneur-focused adaptation of the Business Model Canvas by Alexander Osterwalder.

PROBLEM
List your top 1-3 problems.

EXISTING ALTERNATIVES
List how these problems are solves today.

SOLUTION
Outline a possible solution for each problem.

KEY METRICS
List the key numbers that tell you how your business is doing.

UNIQUE VALUE PROPOSITION
Single, clear, compelling message that states why you are different and worth paying attention.

UNFAIR ADVANTAGE
Something that cannot easily be bought or copied.

CHANNELS
List your path to customers (inbound or outbound).

CUSTOMER SEGMENTS
List your target customers and users.

EARLY ADOPTERS
List the characteristics of your ideal customer.

COST STRUCTURE
List your fixed and variable costs.

REVENUE STREAMS
List your sources of revenue.