

Lean Canvas

[Your Company Name]

1 Problem	4 Solution	3 Unique Value Proposition	9 Unfair Advantage	2 Customer Segments
<p>List your customers' top 1-3 problems.</p> <p>Existing alternatives: How are these problems solved today?</p>	<p>Outline a possible solution for each problem.</p> <p>Keep it brief - a canvas, not a spec.</p>	<p>Single, clear, compelling message that states why you are different and worth buying.</p> <p>High-level concept: Your X-for-Y analogy (e.g. "YouTube = Flickr for videos").</p>	<p>Something that cannot be easily copied or bought.</p> <ul style="list-style-type: none">• Insider information• Personal authority• Network effects• Community	<p>List your target customers and users.</p> <p>Early adopters: Who are the ideal customers you should target first?</p>
	<h3>8 Key Metrics</h3> <p>The key numbers that tell you how your business is doing.</p> <ul style="list-style-type: none">• Acquisition• Activation• Retention• Revenue		<h3>5 Channels</h3> <p>Your path to customers.</p> <ul style="list-style-type: none">• Free vs. paid• Inbound vs. outbound• Direct vs. indirect	
7 Cost Structure			6 Revenue Streams	
<p>List your fixed and variable costs.</p> <ul style="list-style-type: none">• Customer acquisition costs• Distribution costs• Hosting• People <p>What will it cost to get to your next milestone?</p>			<p>List your sources of revenue.</p> <ul style="list-style-type: none">• Revenue model• Lifetime value• Gross margin <p>What will customers pay, and how?</p>	

