













# THE LEAN CANVAS

Designed for:

Designed by:

Date:

Version:

<b>PROBLEM</b> <i>Top 3 problems</i> 	<b>SOLUTION</b> <i>Top 3 features</i> 	<b>UNIQUE VALUE PROP.</b> <i>Single, clear and compelling message, that states why you are different and worth buying</i> 	<b>UNFAIR ADVANTAGE</b> <i>Can't be easily copied or bought</i> 	<b>CUSTOMER SEGMENTS</b> <i>Target customers</i> 
<b>EXISTING ALTERNATIVES</b> <i>List how these problems are solved today.</i> 	<b>KEY METRICS</b> <i>Key activities you measure</i> 	<b>HIGH-LEVEL CONCEPT</b> <i>List your X for Y analogy (e.g. YouTube = Flickr for videos)</i> 	<b>CHANNELS</b> <i>Path to customers</i> 	<b>EARLY ADOPTERS</b> <i>List the characteristics of your ideal customers.</i> 
<b>COST STRUCTURE</b> <i>List your fixed and variable costs.</i> <i>Customer acquisition costs</i> <i>Distribution costs</i> <i>Hosting</i> <i>People</i> <i>Etc.</i> 			<b>REVENUE STREAMS</b> <i>List your sources of revenue.</i> <i>Revenue model</i> <i>Life time value</i> <i>Revenue</i> <i>Gross margin</i> 	

Quelle: Ash Maurya

Lean Canvas is adapted from Business Model Canvas and is licensed under the Creative Commons Attribution\_Share Alike 3.0 Un-ported License.