












# Lean Canvas

Designed For:

Designed by:

Date:

Version:

<div><div>Problem</div><div><p>What are the main problems the business needs to solve?</p><p>Describe the top 1–3 biggest problems your customers face.</p></div><div></div></div>	<div><div>Solution</div><div><p>Describe a solution for each problem</p></div><div></div></div>	<div><div>Value Propositions</div><div><p>What value do you deliver to your customers?</p><p>Provide a simple, clear message that explains why your solution is unique and worth paying attention to.</p></div><div></div></div>	<div><div>Unfair Advantage</div><div><p>Something that makes it difficult for others to copy the solution.</p></div><div></div></div>	<div><div>Customer Segments</div><div><p>List the target and user groups. For whom do we create value? Who are the most important customers?</p></div><div></div></div>	
	<div><div>Metrics</div><div><p>Describe a solution for each problem</p></div><div></div></div>		<div><div>Channels</div><div><p>Through which channels do your customer segments want to be reached?</p></div><div></div></div>		
<div><div>Alternatives</div><div><p>How have these problems been solved so far?</p></div><div></div></div>		<div><div>Small concept</div><div><p>X for Y analogy. Is there a simple analogy?</p><p>(e.g., YouTube = Flickr for video)</p></div><div></div></div>			
<div><div>Cost Structure</div><div><p>List the fixed and variable costs.</p></div><div></div></div>			<div><div>Revenue Stream</div><div><p>List the revenue streams.</p></div><div></div></div>		