Lean Canvas

What are the main problems the

Describe the top 1–3 biggest problems

business needs to solve?

your customers face.

Designed For:

customers?

Designed by:

Unfair Advantage

Date:

Version:

Problem



Describe a solution for each problem

Solution



Value Propositions

worth paying attention to.

What value do you deliver to your

Provide a simple, clear message that explains why your solution is unique and



Something that makes it difficult for

others to copy the solution.

Customer Segments

List the target and user groups. For whom do we create value? Who are the most important customers?

Metrics



Describe a solution for each problem



Channels



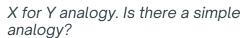
Through which channels do your customer segments want to be reached?

Alternatives





Small concept



(e.g., YouTube = Flickr for video)





Revenue Stream



List the revenue streams.

Cost Structure List the fixed and variable costs.