

Lean Model Canvas

PROBLEM List your customers' top 3 problems 2	SOLUTION Outline possible solution for each problem 4	UNIQUE VALUE PROPOSITION Single, clear, compelling message that turns an unaware visitor into an interested prospect 3	UNFAIR ADVANTAGE Something that can't be easily copied or bought 9	CUSTOMER SEGMENTS List your target customers and users 1
EXISTING ALTERNATIVES List how these problems are solved today	KEY METRICS List key numbers telling how your business is doing today 8	HIGH-LEVEL CONCEPT List your X for Y analogy (e.g., YouTube = Flickr for videos)	CHANNELS List your path to customers	EARLY ADOPTERS List characteristics of your ideal customer
COST STRUCTURE List your fixed and variable costs 7		REVENUE STREAMS List your sources of revenue 6		