

Lean CANVAS

PROBLEM

What is the problem your customers are trying to solve?

SOLUTION

How will you solve the problem?

UNIQUE VALUE PROPOSITION

A single, clear, compelling message that states why your company is different and worth paying attention to.

UNFAIR ADVANTAGE

What do you do that can't be easily copied or bought?

CUSTOMER SEGMENTS

Who are your target customers and users?

KEY METRICS

How do you measure success?

CHANNELS

How will you reach your customers?

COST STRUCTURE

What are your fixed and variable costs?

REVENUE STREAMS

What are your sources of revenue?