

Lean Canvas

Designed for: _____

Designed by: _____

Date: _____

Version: _____

Problem List your customers top 1-3 problems or needs. 	Solution Outline a possible solution for each problem. 	Unique Value Proposition Single, clear, compelling message that states why you are different and worth paying attention. 	Unfair Advantage Something that cannot easily be bought or copied. 	Customer Segments List your target customers and users. 
	Key Metrics List the key numbers that tell you how your business is doing. 		Channels List your path to customer (inbound or outbound). 	High-Level Concept List your X for Y analogy e.g. YouTube = Flickr for videos.
Existing Alternatives List how these problems are solved today.	Cost Structure List your fixed and variable costs. 		Revenue Streams List your sources of revenue. 	

Original by Ash Maurya (leanstack.com)

Based on the Business Model Canvas by Strategyzer (strategyzer.com)

Adapted by MAK3it (mak3it.com)

Download the Lean Canvas on mak3it.de/canvas