Lean Canvas

Problem
(List your 1-3 problems)

Solution
(Outline a possible solution for each problem)

Key Metrics
(List the key numbers that tell you how your business is doing.

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)

Channels
(List your path to customers (inbound or outbound)

Customer Segments

(List your target customers and users)

Cost Structure
(List your fixed and variable costs)

Revenue Streams
(List your sources of revenue)

THE BUSINESS MODEL ANALYST

businessmodelanalyst.com

Lean Canvas

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
	Key Metrics		Channels	

Cost Structure

Revenue Streams