

PROBLEM

List your top 1-3 problems.

EXISTING ALTERNATIVES

List how these problems are solved today.

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.

KEY PARTNERS

Who are your key partners? Key suppliers? Which key resources are you acquiring from partners? Which key activities do partners perform?

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.

EARLY ADOPTERS

List the characteristics of your ideal customer.

COST STRUCTURE

List your fixed and variable costs.

REVENUE STREAMS

List your sources of revenue.

| | | | | |
|---|---|---|---|---|
| 1 | 4 | 3 | 9 | 2 |
| | 8 | | 5 | |
| | 7 | | 6 | |

CANVAS FILL ORDER



RISK ITERATION PATH

- PRODUCT RISK
- CUSTOMER RISK
- MARKET RISK

Lean Canvas

Created by Spark59 // Online version available at www.leancanvas.com