

Business Lean Canvas

Company Name: _____
 Business Idea: _____
 Date: _____

<p>1. Problem List your top 1 - 3 problems your trying to solve</p>	<p>4. Solution Outline a possible solution for each problem</p>	<p>3. Unique Value Proposition Single, clear, compelling message that states why you are different and worth paying attention</p>	<p>9. Unfair Advantage Something that cannot be easily bought or copied</p>	<p>2. Customer Segments List your target customers and users</p>
	<p>8. Key Metrics List the key numbers that tell you how your business is doing</p>		<p>5. Channels List your path to customers</p>	
<p>Existing alternatives List how these problems are solved today</p>	<p>High-Level Concept List your X for Y analogy e.g. Youtube = Flickr for videos</p>	<p>Early Adpoters List the characteristics of your ideal customers</p>		
<p>7. Cost Structure List your fixed and variable costs</p>			<p>6. Revenue Streams List your sources of revenue and revenue structure (e.g. subscription,time billing, value billing, commission)</p>	