

Lean Canvas		Designed for:	Designed by:	Date:	Version:
Problem Top 3 problems	Solution Top 3 features	Unique Value Proposition Single, clear and compelling message that states why you are different and worth buying	Unfair Advantage Can't be easily copied or bought	Customer Segments Target Customers	
Existing Alternatives List how these problems are solved today.	Key Metrics Key activities you measure	High-Level Concept List your X for Y analogy (e.g. YouTube = Flickr for videos)	Channels Path to customers	Early Adopters List the characteristics of your ideal customers.	
Cost Structure List your fixed and variable costs. Customer acquisition costs Distribution costs Hosting People Etc.			Revenue Structure List your sources of revenue. Revenue Model Life Time Value Revenue Gross Margin		

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Problem

Solution

Unique Value Proposition

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Customer Segments

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Key Metrics

High-Level Concept

Channels

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Cost Structure

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