		Designed for:		Designed by:	Date:	Version:
Lean Canvas		-				
Problem	Solution	Unique Value	Proposition	Unfair Advantage	Customer Seament	
Top 3 problems	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 ideal customers.	of your
Cost Structure List your fixed and variable costs. Customer acquisition costs Distribution costs Hosting People Etc.			Revenue Structust your sources Revenue Model Life Time Value Revenue Gross Margin			

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_		Designed for:		Designed by:	Date:	Version:		
Lean Canvas								
Problem	Solution	Unique Value Proposition		Unfair Advantage	Customer Segments			
Existing Alternatives Key Metrics		High-Level Concept		Channels	Early Adopters			
Existing Alternatives	ney metrics	riigii-Level o	31100 <b>p</b> t		Early Adoptors			
Cost Structure		Revenue Stru		<b>Y</b> turo				
Cost Structure			Nevenue ou ucture					
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