

LEAN CANVAS

PROBLEM

list your top 3 problems

SOLUTION

outline solutions for your problem

UNIQUE VALUE PROPOSITION

single, compelling message states who you are, what you stand for, why you are worth buying from

UNFAIR ADVANTAGE

can't be easily bought or copied

CUSTOMER SEGMENTS

target customers and users

KEY METRICS

what you measure, important numbers pertaining to your business

CHANNELS

path to customers

COST STRUCTURE

fixed and variable costs

REVENUE STREAMS

sources of revenue