Lean Canvas		Designed for:	Designed by:	Date:	Version:
<b>Problem</b> 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 Segment Target Customers	S
Existing Alternatives	<b>Key Metrics</b> Key activities you measure	High-Level Concept	<b>Channels</b> Path to customers	Early Adopters	
<b>Cost Structure</b> Customer acquisition costs Distribution costs Hosting People etc.		<b>Revenue Stru</b> Revenue Model Life Time Value Revenue Gross Margin			

Lean Canvas is adapted from The Business Model Canvas (www.businessmodelgeneration.com/canvas). Word implementation by: Neos Chronos Limited (https://neoschronos.com). License: CC BY-SA 3.0