

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	Key Metrics Key activities you measure	High-Level Concept	Channels Path to customers	Early Adopters
Cost Structure Customer acquisition costs Distribution costs Hosting People etc.		Revenue Structure Revenue Model Life Time Value Revenue Gross Margin		