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| **Lean Canvas** | |  | | |  | |  |  |  |  |  |
|  |  |  | | | | |  | |  | | |
| **Problem** | **Solution** | | **Unique Value Proposition** | | | **Unfair Advantage** | | | **Customer Segments** | | |
| Top 3 problems | Top 3 features | | Single, clear and compelling message that states why you are different and worth buying | | | | Can’t be easily copied or bought | | Target Customers | | |
| **Existing Alternatives** | **Key Metrics** | | **High-Level Concept** | | | | **Channels** | | **Early Adopters** | | |
|  | Key activities you measure | |  | | | | Path to customers | |  | | |
| **Cost Structure** | | | | **Revenue Structure** | | | | | | | |
| Customer acquisition costs  Distribution costs  Hosting  People  etc. | | | | Revenue Model  Life Time Value  Revenue  Gross Margin | | | | | | | |
| Lean Canvas is adapted from The Business Model Canvas ([www.businessmodelgeneration.com/canvas](http://www.businessmodelgeneration.com/canvas)). Word implementation by: Neos Chronos Limited (<https://neoschronos.com>). License: [CC BY-SA 3.0](https://creativecommons.org/licenses/by-sa/3.0/) | | | | | | | | | | | |