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|  |  | Designed for: | Designed by: | Date: | Version: |
| **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 ModelLife Time ValueRevenueGross Margin |
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