

# Lean Canvas

Project..... Date.....

<b>Problem</b> List your top problems	<b>Solution</b> Outline a possible solution for each problem	<b>Unique Value Proposition</b> Clear and compelling message that turns an unaware visitor into an interested prospect	<b>Unfair Advantage</b> Something that can't be easily copied or bought	<b>Customer Segments</b> List your target customers and users
<b>Existing Alternatives</b> List how these problems are solved today	<b>Key Metrics</b> List the key numbers that tell you how your business is doing	<b>High Level Concept</b> List your X for Y analogy (e.g. Flickr = YouTube for photos)	<b>Channels</b> List your paths to customers	<b>Early Adopters</b> List the characteristics of your ideal customers
<b>Cost structure</b> List your fixed and variable costs		<b>Revenue streams</b> List your sources of revenue		