

LEAN CANVAS

COMPANY :

DATE :

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer
<p>b) Your customers' 3 main problems His main problem Which job has to accomplish What and why?</p> <p>d) Existing alternatives To address the same problems</p>	<p>Top 3 features Based on the VP (why it is better than others) Use MVP to test assumptions</p> <p>Remember: the first sentence should clarify what it does, how it does it.</p> <p>Key Metrics</p> <p>Key aspects/activities you need to measure for a feedback</p>	<p>Why you are different and worth buying (How you help customer doing his job, accomplish his mission Improve his position better than others. Provide</p> <p>Explain how you differentiate from alternative solutions and thus the uniqueness of your solution. Provide numbers to the performance of your solutions (see earlier explanation).</p>	<p>What makes you stand out? Something that can't be easily copied or bought</p> <p>Channels</p> <p>How you contact your customers/early adopters, How you deliver value How you promote value</p>	<p>a) Target customers Who are they? Distinguish between users and customers (customers buy, users "use") Split into vertical segments Pick the strongest customer segment. Remember geographic location, Industry and connection to the problem.</p> <p>c) Early adopters Remember geographic location, Industry and connection to problem. + why are they early adopters? What is your relation to these etc.</p>
<p>Cost Structure</p>			<p>Revenue Structure</p>	
<p>Prototyping HR costs, Eng. costs, MFG costs, marketing costs etc. Estimate costs for each "cost-entity" Estimate costs after seed stage 6 months and 3 years.</p>			<p>The different revenue streams How each stream generates revenue Estimation of how much each stream will generate Estimation of revenue at seed stage 6 months and 3 years.</p>	

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