Lean Canvas Notes / Tips

- A good start is to watch a video about the business model canvas.
(https://www.youtube.com/watch?v=QoAOzMTLP5s)
    - The lean canvas is an iteration of the business model canvas and both are derived from a business plan.
    - People who are completely new to this concept find this useful and most people know what a business plan is
    - The idea is that a lean canvas should be completed in 20 minutes or less and it's easier for 'busy people' to read this than a 20-page business plan for example.
    - https://canvanizer.com/how-to-use/business-model-canvas-vs-lean-canvas
- I place a strong emphasis on validation that otherwise wouldn't be taken account for by the lean canvas alone.
    - I added a section into the canvas for this.
    - Mention surveying is a good idea (ideally aim for a sample size of 30)
- I believe good idea always starts from 3 solid problems. You should never start with a solution and tailor the canvas around that.
    - Starting with a solution limits the creativity that you get in a hack especially because people think differently.
- Ideating as well should be done with a non-judgemental mindset.
- The leanstack (https://leanstack.com/welcome) is useful because it allows you to collaborate on one canvas with all your team members.
    - It also provides videos and examples that are useful ☺ (Picture below)
    - The small text underneath helps newbies as well.

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Product Name: ▾

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
List your customer's top 3 problems	Outline a possible solution for each problem	Single, clear, compelling message that turns an unaware visitor into an interested prospect	Something that can not be easily copied or bought	List your target customers and users
2	4	5	9	1

EXISTING ALTERNATIVES	KEY METRICS	HIGH-LEVEL CONCEPT	CHANNELS	EARLY ADOPTERS
List how these problems are solved today	List the key numbers that tell you how your business is doing	List your X for Y analogy (e.g. YouTube = Flickr for videos)	List your path to customers	List the characteristics of your ideal customers
	7		6	Add Comment

COST STRUCTURE	REVENUE STREAMS
List your fixed and variable costs	List your sources of revenue
8	3

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