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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 | | | | |
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