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|  |  | Designed for: | | | | | Designed by: | | Date: | |  |
| **Lean Canvas** | Project Title  Izina rya proje yawe | | | |  | | Name  RegNumber |  | Date of  completion |  |
|  |  |  | | | | |  | |  | | |
| **Problem** | **Solution** | | **Unique Value Proposition** | | | **Unfair Advantage** | | | **Customer Segments** | | |
| Top 3 problems to be solved by your proposed project  (Ibibazo byihariye ubona poroje yawe izakemura) | Top 3 features of your project  (Bitatu byihariye biranga umushingawawe) | | Single, clear and compelling message that states why you are different and worth buying  (ubivuze mumagambo yumvikana, sobanura umushinga wawe uko uteye) | | | | Can’t be easily copied or bought  (icyo ubona kihariye kuri project yawe undi wese atakoze cg atakora) | | Target Customers (abo ubona bakenera iyi project) | | |
| **Existing Alternatives** | **Key Metrics** | | **High-Level Concept** | | | | **Channels** | | **Early Adopters** | | |
| List how these problems are solved today. (ese ibibazo ubona ushaka gukemura ubundi byari bisanzwe bikemurwa bite) | Key activities you measure (nibiki ubona bizasobanura ko project yawe yageze ku intego) | | List your X for Y analogy  (e.g. YouTube = Flickr for videos)  Tanga urugero rusa nk’ umushinga wawe utange naho bitandukaniye | | | | Path to customers (Umushinga wawe uzagera ute kubawukenera /Kubawukoresha) | | List the characteristics of your ideal customers. (abakenera umushinga wawe byihutitwa) | | |
| **Cost Structure** | | | | **Revenue Structure** | | | | | | | |
| List your fixed and variable costs.  Customer acquisition costs  Distribution costs  Hosting  People  Etc.  (Ibyo uzakenera ndetse n’ agaciro kabyo) | | | | List your sources of revenue.  Revenue Model  Life Time Value  Revenue  Gross Margin  (Uko ubona uzinjiza amafaranga) | | | | | | | |
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| **Lean Canvas** |  | | | |  | |  |  |  |  | |
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| **Problem** | **Solution** | | **Unique Value Proposition** | | | **Unfair Advantage** | | | **Customer Segments** | | |
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| **Existing Alternatives** | **Key Metrics** | | **High-Level Concept** | | | | **Channels** | | **Early Adopters** | | |
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| **Cost Structure** | | | | **Revenue Structure** | | | | | | | |
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