

The Lean Canvas

Designed for:

Startup Name

Designed by:













Name1, Name2, ...

Date:

DD/MM/YYYY

Version:

X.Y

Problem  Top 3 problems	Solution  Top 3 features	Unique Value Prop.  Single, clear and compelling message that states why you are different and worth buying	Unfair Advantage  Can't be easily copied or bought	Customer Segments  Target Customers
Existing Alternatives  List how these problems are solved today.	Key Metrics  Key activities you measure	High-Level Concept  List your X for Y analogy (e.g. YouTube = Flickr for videos)	Channels  Path to customers	Early Adopters  List the characteristics of your ideal customers.
Cost Structure  List your fixed and variable costs. Customer acquisition costs Distribution costs Hosting People Etc.		Revenue Streams  List your sources of revenue. Revenue Model Life Time Value Revenue Gross Margin		