Lean Valueup Canvas					
PROBLEM (1)	SOLUTION (4)	UNIQUE VALUE P	ROPOSITION (3)	UNFAIR ADVANTAGE (5)	CUSTOMER SEGMENTS (2)
List your top 3 problems	- Outline a possible solution for each problem	Single, clear, compeli states why you are di buying	ling message that ifferent and worth	Something thst can't be easily copied or bought	List your target customers and user
EXISTING ALTERNATIVE - What substitutes do people resort to because it doesn't exist yet	KEY METRICS (8) List the key numbers that tell you how your business is doing	HIGH-LEVEL COI - List your X for Y an YouTube = Flickr for	nalogy e.g	CHANNELS (9) List your path to customers (inbound or outbound)	EARLY ADOPTERS - Initial User: Persona, Earlyadopter
COST STRUCTURE (7)			REVENUE STREA	MS (6)	
List your foxed and variable costs			List your sources of		
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