

Lean Valueup Canvas

PROBLEM (1)	SOLUTION (4)	UNIQUE VALUE PROPOSITION (3)	UNFAIR ADVANTAGE (5)	CUSTOMER SEGMENTS (2)
<i>List your top 3 problems</i>	<i>- Outline a possible solution for each problem</i>	<i>Single, clear, compelling message that states why you are different and worth buying</i>	<i>Something thst can't be easily copied or bought</i>	<i>List your target customers and user</i>
EXISTING ALTERNATIVE <i>- What substitutes do people resort to because it doesn't exist yet</i>	KEY METRICS (8)	HIGH-LEVEL CONCEPT <i>- List your X for Y analogy e.g YouTube = Flickr for Videos</i>	CHANNELS (9)	EARLY ADOPTERS <i>- Initial User : Persona , Earlyadopter</i>
	<i>List the key numbers thst tell you how your business is doing</i>		<i>List your path to customers (inbound or outbound)</i>	

COST STRUCTURE (7)	REVENUE STREAMS (6)
<i>List your foxed and variable costs</i>	<i>List your sources of revenue</i>