



The Lean Canvas

Lean Canvas is an efficient approach to developing a one-page business plan for breaks down your business idea into key assumptions for better analysis.





The **Lean Canvas**: developing a one-page business plan for breaks down your business idea into key assumptions for better analysis.

The Lean Canvas concentrates on the way timeline affects the revenue stream of a business. It is therefore more target-specific than the BMC (Business Model Canvas) and incorporates both small and large businesses effectively. The Lean Canvas is actionable and entrepreneur-focused. It deeply focuses on startup factors such as uncertainty and risk.

○ **PROBLEM**

A problem box was included because several businesses do fail applying a lot of effort, financial resources and time to build the wrong product. It is therefore vital to understand the problem first.

○ **SOLUTION**

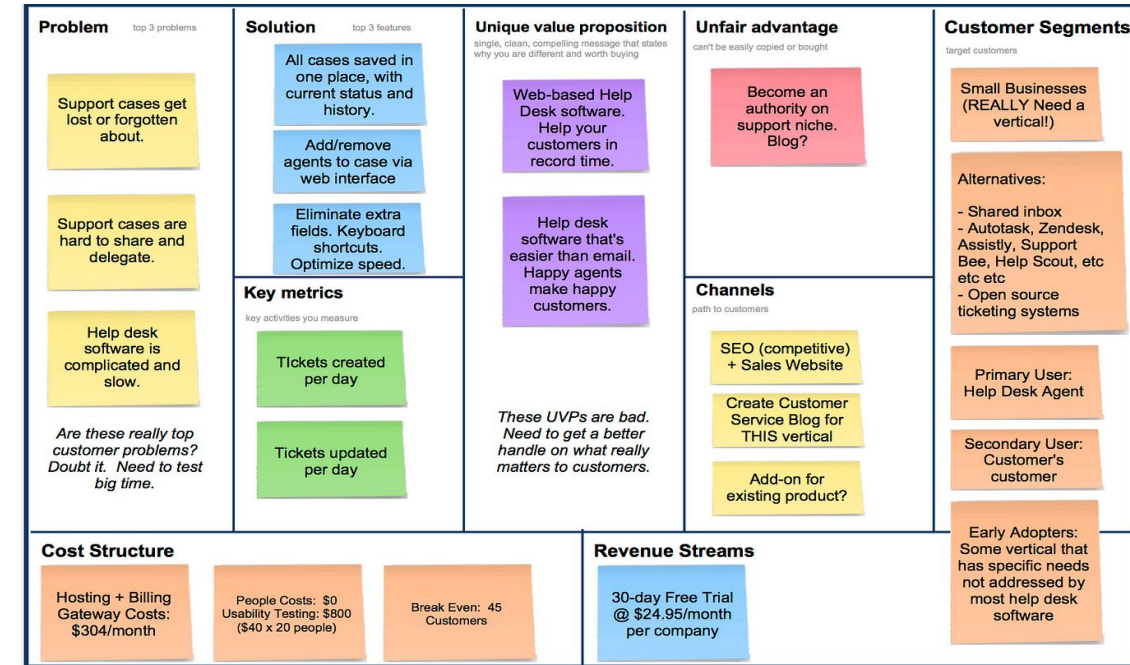
Once a problem has been recognized the next thing is to find a solution. A solution box with the Minimum Viable Product “MVP” concept is included.

○ **KEY METRICS**

A startup business can better focus on one metric and build on it. The metrics include the range of products or services you want to provide.

○ **UNFAIR ADVANTAGE**

This is basically the competitive advantage. A startup should recognize whether or not it has an unfair advantage over others.



Source: Ash Maurya

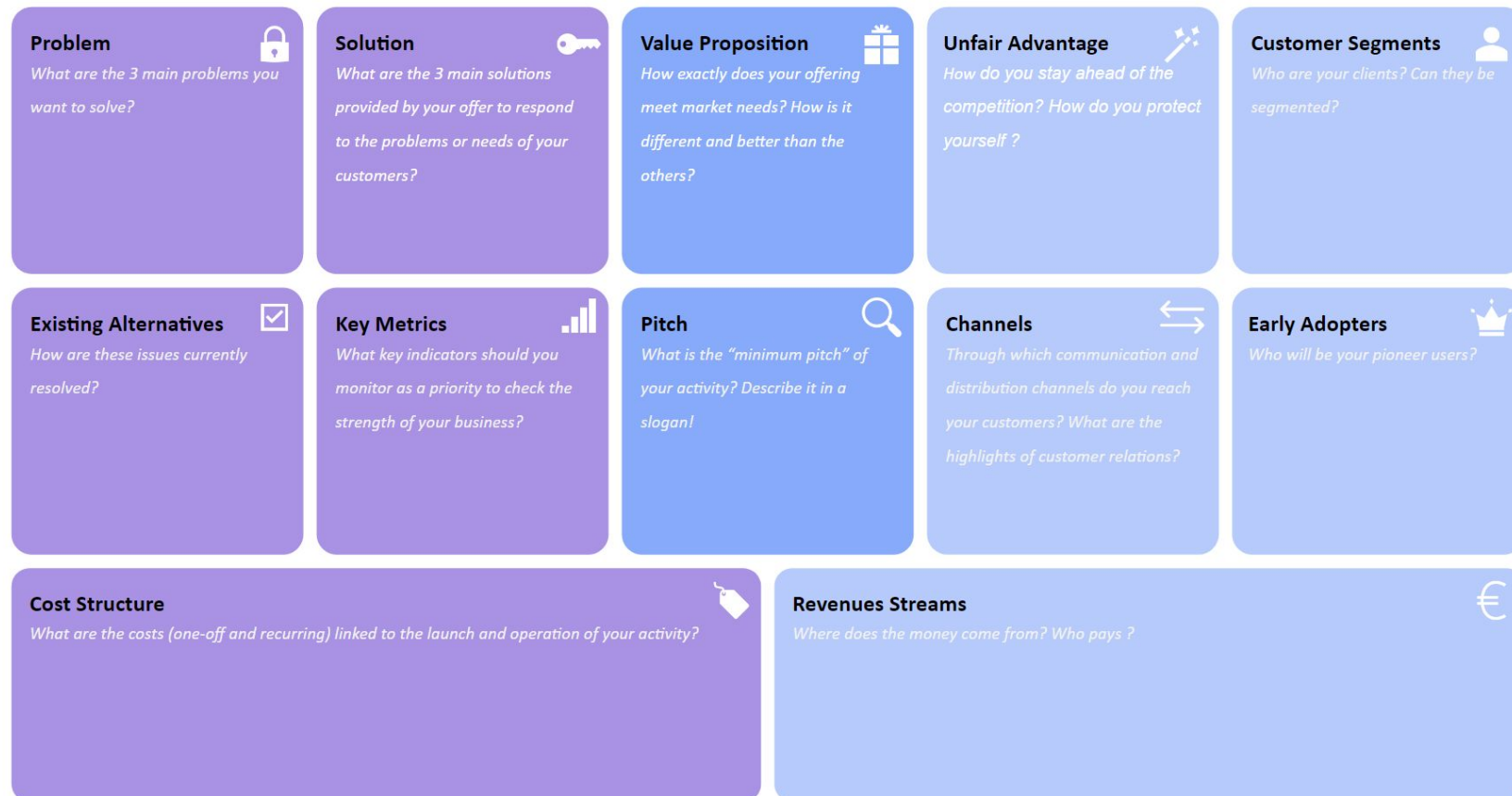


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Ready to use





contact@mana.fr