

# Lean Canvas Model

Startup Name

AWESOME GRAPHIC

Founder Name

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Version

V1.0

## Problem

Many small businesses and organizations lack access to affordable, high-quality graphic design, leading to poor branding and weak online presence.

## Solution

AWESOME GRAPHICS provides affordable, high-quality, and customized graphic design services that help businesses and organizations build strong, professional brands both online and offline.

## Unique Value Proposition

AWESOME GRAPHICS delivers premium, custom-made design solutions at affordable rates—blending creativity, speed, and personal attention. We serve businesses, churches, and personal brands with visually compelling graphics that elevate their identity, engage their audience, and communicate their message with excellence.

## Unfair Advantage

**Affordable, Flexible Packages**  
– High-end results at rates accessible to startups and small organizations.

## Customer Segments

Small Businesses & Startups  
Churches & Ministries  
Event Planners  
Churches & Ministries

## Key Metrics

Number of Clients Served  
Monthly Revenue  
Growth  
Client Retention Rate

## Channels

Social Media Platforms  
Online Portfolio  
Word of Mouth & Referrals

## Cost Structures

**Operational Costs** (Internet, utilities, business subscriptions)

**Computer & Equipment** (Laptop, Graphic Tablets)

**Miscellaneous** (Office supplies, business registrations)

## Revenue Streams

**Custom Design Projects** ( logos, branding, social media graphics)

**Design Packages** ( branding kits, website graphics)

**Retainer Clients** ( ongoing monthly design services)