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| **Lean Canvas** | |  | | |  | |  |  |  |  |  |
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| **Проблема** | **Решение** | | **Уникальное торг. предлож.** | | | **Нечестные преимущества** | | | **Сегменты потребителей** | | |
|  |  | |  | | | |  | |  | | |
| **Сущ. альтернативы** | **Ключевые метрики** | | **Описание в одну строку** | | | | **Каналы привлечения** | | **Ранние последователи** | | |
|  |  | |  | | | |  | |  | | |
| **Потоки расходов** | | | | **Потоки доходов** | | | | | | | |
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| **Lean Canvas** | |  | | |  | |  |  |  |  |  |
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| **Problem** | **Solution** | | **Unique Value Proposition** | | | **Unfair Advantage** | | | **Customer Segments** | | |
|  |  | |  | | | |  | |  | | |
| **Existing Alternatives** | **Key Metrics** | | **High-Level Concept** | | | | **Channels** | | **Early Adopters** | | |
|  |  | |  | | | |  | |  | | |
| **Cost Structure** | | | | **Revenue Structure** | | | | | | | |
|  | | | |  | | | | | | | |
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