Lean Canvas

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1. Problem	4. Solution	3. Value Propositions	9. Unfair Advantage	2. Customer Segments
List your top 1-3 problems.	Outline a possible solution for each problem.	Single, clear, compelling message that states why you are different and worth paying attention.	Something that cannot easily be bought or copied.	List your target customers and users.

8. Key Metrics

List the key numbers that tell you how your business is doing.

Existing Alternatives

List how these problems are solved today.

High-Level Concept

List your X for Y analogy, e.g. YouTube = Flickr for videos.

5. Channels

List your path to customers (inbound or outbound).

Early Adopters

List the characteristics of your ideal customers.

7. Cost Structure

List your fixed and variable costs.

6. Revenue Streams

List your sources of revenue.

The Lean Canvas latex code is based on Alejandro Ochoa's Grant Model Canvas. Lean Canvas is based on www.leancanvas.com.