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| **Lean Canvas** | |  | | |  | |  |  |  |  |  |
|  |  |  | | | | |  | |  | | |
| **Problem** | **Solution** | | **Unique Value Proposition** | | | **Unfair Advantage** | | | **Customer Segments** | | |
| It is essential for startups to obtain early customer feedback in order to validate their business concept. Developing a minimum viable product (MVP) facilitates the timely collection of such feedback, helping to ensure that the product aligns with market needs and expectations.  Creating a minimum viable product (MVP) can be particularly challenging for non-technical founders, as it often requires technical expertise and resources that may not be readily available.  Hiring a team to develop an MVP can be time consuming and costly. | No Code MVP with integrated business workflow agent to help guide non-technical founder.  Readily available template and APIs to allow quick customization.  Fully integrated analytics. | | No technical knowledge required.  Business friendly language.  Suggest data model based on business description. | | | | Generation of mobile code  working on Android and IOS.  Automated deployment to app store.  Automated provisioning of required APIs and Database for Applications requiring backend APIs and storage. | | **First-Time Founders**   **Needs**: Guidance, MVP development, product-market fit validation.   Pain **Points**: Lack of technical background, uncertainty about how to start.  **Non-Technical Founders**   **Needs**: Product development without hiring a dev team.   **Pain Points**: Difficulty finding a technical co-founder or CTO, high development costs.  **Early-Stage Startups**   **Needs**: Fast prototyping, MVP validation, pitch-ready products.   **Pain Points**: Limited runway, high pressure to show traction, decision paralysis.  **Corporate Innovators**  Freelancers / Indie Makers  NGOs / Social Enterprises  Existing startup without an MVP | | |
| **Existing Alternatives** | **Key Metrics** | | **High-Level Concept** | | | | **Channels** | | **Early Adopters** | | |
| <https://www.quikmvp.com>  <https://bubble.io/>  <https://appx-digital.com/>  <https://www.flutterflow.io/>  <https://www.airtable.com/>  <https://zapier.com/>  <https://www.make.com/en>  <https://www.andromo.com> | Activation rate  Active subscription / month  New subscription / month  Transactions / month  Consulting hours / month  D/W/M Active users  Session duration  Conversion Rate | | WISIWIG interface  Import from Figma  Chat like option using AI  Templates screen and functionalities  Template/Common APIs  Data Dictionary  Colour palette  MVP as a Service  CTO as a Service | | | | Startup incubators (e.g., Founder Institute, Y Combinator Startup School)  Indie Hackers, Reddit (/r/startups, /r/Entrepreneur)  LinkedIn, Twitter/X startup communities | | First-time Founders  Non-technical Founders | | |
| **Cost Structure** | | | | **Revenue Structure** | | | | | | | |
| Hosting costs  AI Costs  Founders Salaries | | | | Subscriptions  One time transaction  Consulting services  Affiliate programs like books  Adds | | | | | | | |
| Lean Canvas is adapted from The Business Model Canvas ([www.businessmodelgeneration.com/canvas](http://www.businessmodelgeneration.com/canvas)). Word implementation by: Neos Chronos Limited (<https://neoschronos.com>). License: [CC BY-SA 3.0](https://creativecommons.org/licenses/by-sa/3.0/) | | | | | | | | | | | |