|  |  | Designed for: | | | | | Designed by: | | Date: | | Version: |
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| **Lean Canvas** | |  | | |  | |  |  |  |  |  |
|  |  |  | | | | |  | |  | | |
| **Problem** | **Solution** | | **Unique Value Proposition** | | | **Unfair Advantage** | | | **Customer Segments** | | |
| Top 3 problems | Top 3 features | | Single, clear and compelling message that states why you are different and worth buying | | | | Can’t be easily copied or bought | | Target Customers | | |
| **Existing Alternatives** | **Key Metrics** | | **High-Level Concept** | | | | **Channels** | | **Early Adopters** | | |
|  |  | | List your X for Y analogy  (e.g. YouTube = Flickr for videos) | | | | Path to customers | | List the characteristics of your ideal customers. | | |
| **Cost Structure** | | | | **Revenue Structure** | | | | | | | |
| List your fixed and variable costs.  Customer acquisition costs  Distribution costs  Hosting  People  Etc. | | | | List your sources of revenue.  Revenue Model  Life Time Value  Revenue  Gross Margin | | | | | | | |
| 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/) | | | | | | | | | | | |

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| **Problem** | **Solution** | | **Unique Value Proposition** | | | **Unfair Advantage** | | | **Customer Segments** | | |
| * difficulties in getting internships and new graduate jobs in Nigeria * ignorance on knowledge of how to get placements * problems with other job/intenship board websites | * A job board to easily connect students and new graduates with companies in Nigeria * educate individuals on their careers paths * focus on improving on the various problems found on other job board sites | | First of its kind in nigeria and africa, a website built specifically for inerns and new grads in helping them get work placements | | | | this site would be its focus on interns and new grads in Nigeria.  In addition, the site would be able to provide a more personalized experience for both employers and job seekers.  Finally, the site would be able to build a strong community of interns and new grads in Nigeria. | | * students * new grads | | |
| **Existing Alternatives** | **Key Metrics** | | **High-Level Concept** | | | | **Channels** | | **Early Adopters** | | |
| List how these problems are solved today.    just the same old applying on random job sites and not geting responses from those companies anyways    this platform guarantees responses btw | Key activities you measure  number of jobs applied too and successfully gotten  cost per hire  time for response | |  | | | | website and social media | | individuals just beginning their career in a given feild | | |
| **Cost Structure** | | | | **Revenue Structure** | | | | | | | |
| Web hosting  Software  Marketing  Customer support  Staffing | | | | Subscription fees  Pay-per-click (PPC) advertising  Featured listings  Job seeker fees(premium)  Sponsorships | | | | | | | |
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