LEAN STARTUP CANVAS - EXAMPLE

Fictional Example: "MealPrep Pro" - AI-Powered Meal Planning App

This is a sample canvas to demonstrate how to fill out each section

1. PROBLEM

Top 3 Problems:
1. Busy professionals don't have time to plan healthy meals
2. People waste money buying ingredients they never use
3. Lack of cooking skills leads to expensive takeout habit

Existing alternatives:
Generic recipe apps, meal kit services (expensive), nutritionists (not accessible)

2. SOLUTION

Solution in one sentence:
AI-powered app that creates personalized weekly meal plans with smart grocery lists based on dietary preferences, budget, and cooking skill level.

Key features:
• AI meal planning engine
• Automated grocery lists
• Video cooking tutorials

3. UNIQUE VALUE PROPOSITION

What makes us different:
The only meal planning app that learns your taste preferences AND adapts to your actual cooking behavior using AI.

Clear message:
"Healthy eating made effortless - Your personal AI chef that plans, shops, and teaches you to cook in under 30 minutes"

4. UNFAIR ADVANTAGE

What can't be easily copied:
Proprietary AI algorithm trained on 50,000+ recipes with behavioral data from beta users

Partnership with registered dietitians for nutrition validation

Founder is former Google engineer + certified nutritionist

5. CUSTOMER SEGMENTS

Ideal customers:
Working professionals aged 25-45, health-conscious, earn $60K+, live in urban areas

Target characteristics:
• Time-poor but want to eat healthy
• Tech-savvy smartphone users

Early adopters:
Young professionals who already use fitness tracking apps

6. KEY METRICS

Key numbers:

Metric 1: Weekly active users
Metric 2: Meal plans completed
Metric 3: Monthly recurring revenue

Activities that drive metrics:
App engagement, recipe saves, grocery list usage, social sharing

7. CHANNELS

Path to customers:
• Instagram & TikTok (food content)
• App Store optimization
• Partnerships with gyms/fitness influencers

Marketing channels:
Social media ads, content marketing (blog/YouTube), influencer partnerships, referral program

8. COST STRUCTURE

Major costs:

Fixed costs: Development team salaries ($15K/mo), cloud hosting ($2K/mo), office ($1K/mo)

Variable costs: Customer acquisition ($20/user), payment processing (3%), customer support

Key resources/activities:
• AI/ML infrastructure and API costs
• Content creation (recipes, videos)

9. REVENUE STREAMS

How we make money:

Revenue model: Freemium subscription (free basic, $9.99/mo premium, $79/year)

Pricing: Free tier: 3 meals/week | Premium: unlimited meals + video tutorials

Lifetime value: $240 (avg. 24-month subscription)

Other revenue: Affiliate commissions from grocery delivery partners