

Lean Startup Canvas – One Page Business Model for New Entrepreneurs

Use this canvas to brainstorm and outline your business model. Each section helps clarify a core component of your startup strategy. Answer the prompts in each box clearly.

Problem

Top 1–3 problems your customer faces.

Customer Segments

Who are your target customers? Be specific.

Unique Value Proposition

What makes your solution unique? Why should people care?

Solution

Briefly describe how you solve the problem.

Channels

How will you reach your customers?

Revenue Streams

How will you make money?

Cost Structure

What are your biggest costs?

Key Metrics

What activities will you measure?

Unfair Advantage

What can't easily be copied or bought?