PROBLEM	SOLUTION	VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
EXISTING ALTERNATIVES	KEY METRICS	HIGH LEVEL CONCEPT	CHANNELS	EARLY ADOPTERS

COST STRUCTURE	REVENUE STREAMS

KEY METRICS

User Acquisition

Download Rate

Source of Acquisition

User Engagement

Daily/Monthly Active Users (DAU/MAU)

Session Length

Frequency of Use

Repeat Users/Retention Rate

User Satisfaction

Net Promoter Score (NPS)

Customer Reviews and Ratings

Feedback and Survey Responses:

App Stores

University affiliations

University partnerships

Student organizations and clubs

Educational websites/forums

Educational exhibitions and fairs

Social Media

Online Advertising

Content Marketing

Referral Programs

Students

First-Year University Students

International Students

Graduate Students

Non-Traditional Students

Parents of University Students

High School Seniors

Universities and Educational Institutions

University Advisors and Counselors

Student Organizations and Clubs

Product Team Salaries

Operational Expenses

Technology and Tool Licenses

Hosting and Infrastructure

Maintenance and Updates

Marketing & Advertising

Customer Support

Analytics and User Feedback Tools

Legal and Compliance

Staff Development

Continuing education

Training

Corporate culture

Miscellaneous & forgotten

User pay

Subscription Model

Freemium Model

In-App Purchases

3rd-party pay

Advertising

Sponsorships and Partnerships

Data Insights
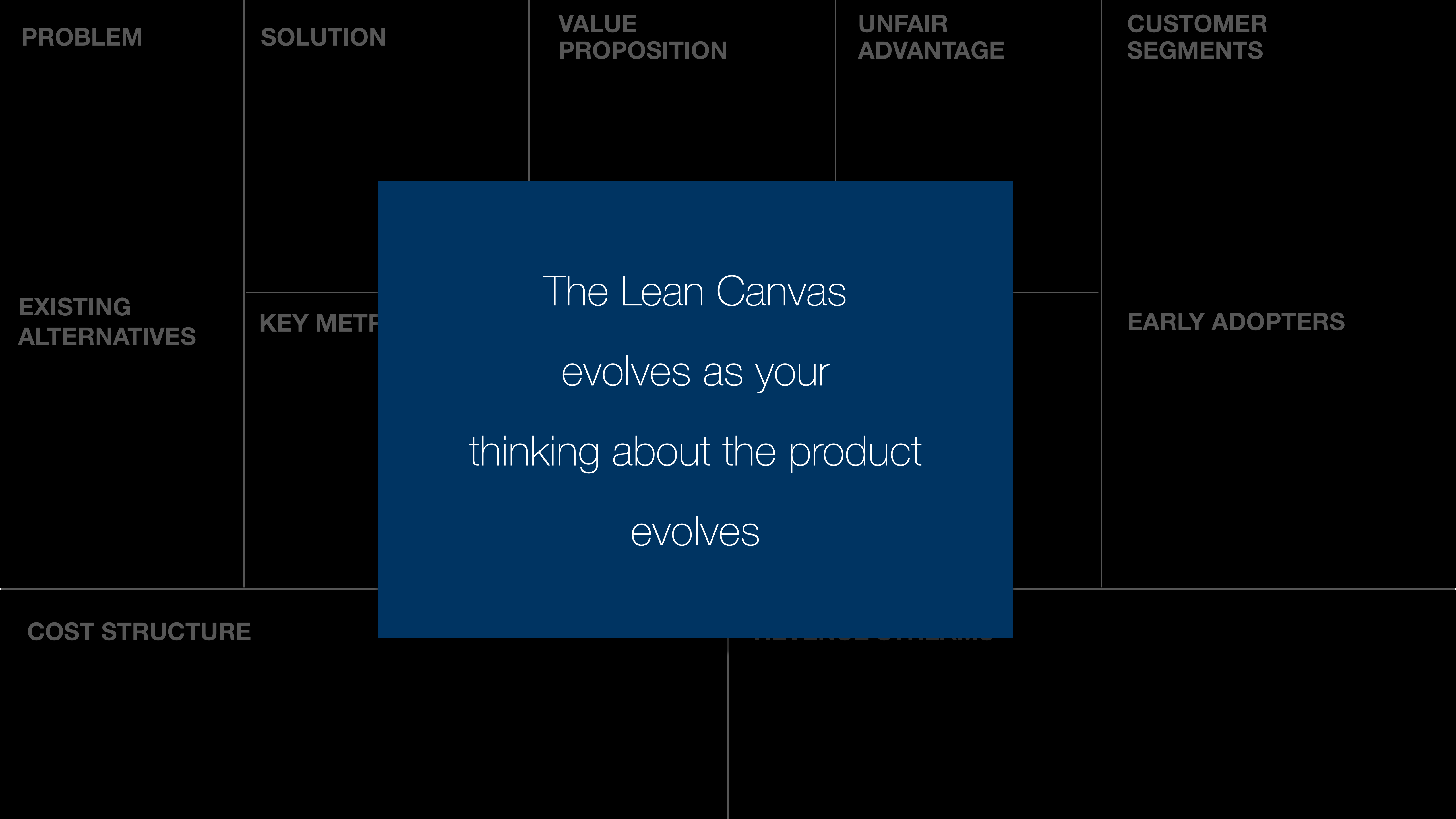
Educational Institution Partnerships

Per transaction pay

Merchandising

Affiliate Marketing

Workshops and Webinars

PROBLEM

SOLUTION

VALUE
PROPOSITION

UNFAIR
ADVANTAGE

CUSTOMER
SEGMENTS

EXISTING
ALTERNATIVES

KEY METR

EARLY ADOPTERS

The Lean Canvas

is a fast way to

think about

the value your product offers

COST STRUCTURE

PROBLEM	SOLUTION	VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS

The Lean Canvas

evolves as your

thinking about the product

evolves

EXISTING ALTERNATIVES

KEY METR

EARLY ADOPTERS

COST STRUCTURE

dummy

practice round

Frankenstein

hero

straw model

rough draft

iteration

hack

trial run

mockup

Prototyping

model

sample

first attempt

experiment

lo-res

rehearsal

first draft

roadmap

pseudocode

test

Crystallizing your ideas

Validating a foundation

Build - Measure - Learn

Getting feedback from users

Rapid Prototype

MVP

Build - Measure - Learn

**Build
Measure
Learn**

BEFORE

Planning

What do you want to know?

How will you find out?

DURING

Guiding

Say, don't sell

Resist defending/justifying

Stepping back

Listen & observe

Have multiple note-takers

AFTER

Planning

What will you change/add/clarify?

What will you prioritize next?

**Build
Measure
Learn**

Sketchs

Paper
mockups

Digital
mockups

Proof of
Concept

MVP

Alpha

Beta

First Release

Rapid Prototype

A prop
supporting verbal explanation

A demo
with verbal explanation

Sketchs

Paper mockups

Digital mockups

Proof of Concept

Rapid Prototype

Show

How the user will see the product

An element you want to get a reaction for

Rapid Prototype

Look for / Amplify

Common themes

Things they didn't say

Rapid Prototype

Capture

What was most appealing to them?

What didn't they understand?

**Rapid
Prototype**

Avoid / Reduce
Confirmation bias
Rationalization

MVP

Tight focus | Problem to be solved, ideal user

Loose focus | Method to solve it

MVP

Minimum Viable Product | Only the biggest problem(s)

Get samplers & snackers

Launching = learning = customers trying something

MVP

It's about the customer more than the code

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