

LEAN INITIATIVE CANVAS

INITIATIVE

DATE

SOFT
ED

? KEY PROBLEMS

Key problem or opportunity to be solved



SOLUTION / SCOPE

Proposed solution / scope for this initiative



VALUE STATEMENT

Explain the value of this initiative



KEY PARTNERS

Teams / Partners & estimated time required



CUSTOMERS

Core customer groups this addresses



ALTERNATIVES

Current or competitor approaches to this



OUT OF SCOPE

Key items that are not in scope currently



COMPETITIVE ADV.

Explain our point of difference



CHANNELS

Path to attract & serve customers



EARLY ADOPTERS

Sub-group who will jump to this initiative



TECHNOLOGY REQUIREMENTS

Technology required to support this initiative – new or existing



KEY RAIDS

Key Risks, Assumptions, Issues, Dependencies, Constraints



COSTS

Any additional costs required to deliver this initiative



BENEFITS & REVENUE

SMART goals and any key metrics / revenue targets