

Outline the advantages, targets, risks, costs, and opportunities of your business

# Lean Model Canvas

## INTRODUCTION

Use this template in the early stages of a new business venture to outline all the advantages, targets, challenges, risks, costs and opportunities of your business. After completing each step, you'll have an exportable canvas representing all the key details.

Gather a group of key stakeholders from the business, add sticky notes to each section, and discuss. Each section should take about 10 minutes to gather sticky notes and discuss.



PEOPLE  
2 - 10



TIME  
90 minutes



DIFFICULTY  
Beginner

## BEFORE YOU START

- Define who should participate in the session and send an invite. Share relevant information or pre work ahead.
- Think about the problem you'll be focusing on solving in the brainstorming session.

### During:

- Use the Facilitation Superpowers to run a happy and productive session.

[Open mural](#)

### After:

- Export the mural as an image or PDF.

[Open mural](#)

- Share with team members who might find it helpful.

[Open mural](#)

## RESOURCES

**Business Model Canvas Workshop Template**

This template gives you separate spaces to work through all nine sections of the BMC, as well as the full BMC framework to organize your completed thoughts into a single asset. Create a mural from the template, then invite your teammates to start collaborating.

Mural

**Facilitation Superpowers™**

We've designed Facilitation Superpowers™ to save you time and keep you in control of your sessions, so you can focus on running a happy and productive workshop or meeting. Creators of murals will automatically be marked as facilitators, and they can give these superpowers to other mural members: ...

Mural

**Welcome to MURAL.**

Know what, why, and how to use MURAL before your meeting.

You are using MURAL as part of a meeting or workshop. Here is a short overview of what, why, and how to use the tool before your meeting. Learn more about MU...

Youtube

