THE BUSINESS
MODEL ANALYST

LEAN CANVAS

PRINT and DESIGN you own LEAN CANVAS

Lean Canvas

Designed for:	*Designed by:*	*Date:*	*Version:*

Problem
(List your 1-3 problems)

Solution
(Outline a possible solution for each problem)

Key Metrics
(List the key numbers that tell you how your business is doing.

Unique Value Proposition
(Single, clear, compelling message that states why you are different and worth paying attention)

Unfair Advantage
(Something that cannot easily be bought or copied)

Channels
(List your path to customers (inbound or outbound)

Customer Segments
(List your target customers and users)

Cost Structure
(List your fixed and variable costs)

Revenue Streams
(List your sources of revenue)

Original version: Leanstack.com

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GOOD LUCK

with your lean canvas!

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