Lean Canvas

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Problem

Your target audience's top three problems/pain points

Solution

Products, services, or improvements to existing products that solve your audience's pain points

Value Propositions

Clear, compelling message that states what makes your product unique and worth buying

Unfair Advantage

Something that can't be easily copied or bought

Customer Segments

Target customers

Key Metrics

Key activities to measure

Channels

Paths to deliver your solution to customers

Cost Structures

Fixed and variable costs

Revenue Streams

Sources of revenue