Designed for: Startup Name Designed by:

DD/MM/YYYY

Date:

Version: X.Y

**Problem** 



Solution



Unique Value Prop.



**Unfair Advantage** 

Name1, Name2, ...



**Customer Segments** 



Top 3 problems

Top 3 features

Single, clear and compelling message that states why you are different and worth buying Can't be easily copied or bought

**Target Customers** 

**Existing Alternatives** 



**Key Metrics** 



**High-Level Concept** 



Channels



**Early Adopters** 



List how these problems are solved today.

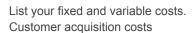
Key activities you measure

List your X for Y analogy (e.g. YouTube = Flickr for videos)

Path to customers

List the characteristics of your ideal customers.

**Cost Structure** 



Distribution costs

Hosting

People

Etc.

**Revenue Streams** 



Revenue Model

Life Time Value

Revenue

**Gross Margin** 



## **The Lean Canvas**

Problem	Solution	Unique Value	Prop.	Unfair Advantage	<b>A</b>	Customer Segments	*
Existing Alternatives	Key Metrics	High-Level Co	oncept 🌴	Channels		Early Adopters	
Cost Structure		West of the second seco	Revenue Stre	eams			