

# Lean Canvas

Project Name

01-Jan-2016

Iteration #x

<b>Problem</b> Top 3 problems	<b>Solution</b> Top 3 features	<b>Unique Value Proposition</b> Single, clear, compelling message that states why you are different and worth paying attention	<b>Unfair Advantage</b> Can't be easily copied or bought	<b>Customer Segments</b> Target customers
	<b>Key Metrics</b> Key activities you measure		<b>Channels</b> Path to customers	
<b>Existing Alternative</b>				<b>Early Adopters</b>
<b>Cost Structure</b> Customer Acquisition costs Distribution costs Hosting People, etc.			<b>Revenue Streams</b> Revenue Model Life Time Value Revenue Gross Margin	

PRODUCT

MARKET

# Lean Canvas

Project Name

01-Jan-2014

Iteration #x

<b>Problem</b> <i>Top 3 problems</i>  <i>For the customer segment you are working with, describe the top 1-3 problems they need solved.</i>	<b>Solution</b> <i>Top 3 features</i>  <i>Don't fully defining a solution. Simply sketch out the top features or capabilities for each problem.</i>	<b>Unique Value Proposition</b>  <i>Single, clear, compelling message that states why you are different and worth paying attention</i>  <i>A good UVP gets inside the head of your customers and focusses on the benefits your customers derive after using your product.</i>	<b>Unfair Advantage</b>  <i>Can't be easily copied or bought</i>	<b>Customer Segments</b>  <i>Target customers</i>  <i>A customer is a someone that pays for your product.</i>  <i>You can't effectively build, design, and position a product for everyone.</i>
	<b>Key Metrics</b>  <i>Key activities you measure</i>		<b>Channels</b>  <i>Path to customers</i>  <i>Inbound and Outbound</i>  <i>Direct and Indirect</i>	
<b>Cost Structure</b>  <i>Customer Acquisition costs</i> <i>Distribution costs</i> <i>Hosting</i> <i>People, etc.</i>		<b>Revenue Streams</b>  <i>Revenue Model</i> <i>Life Time Value</i> <i>Revenue</i> <i>Gross Margin</i>		

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