

The Lean Business Model Canvas

The Lean Business Model Canvas is a visual tool used to simplify and analyze a business model. Users focus on creating a minimum viable product to validate the business idea with customers as quickly and efficiently as possible.

Based on the Business Model Canvas framework, the Lean Canvas emphasizes rapid experimentation and iteration.

More information on this model is available here: <https://digitalleadership.com/UNITE/lean-canvas/>

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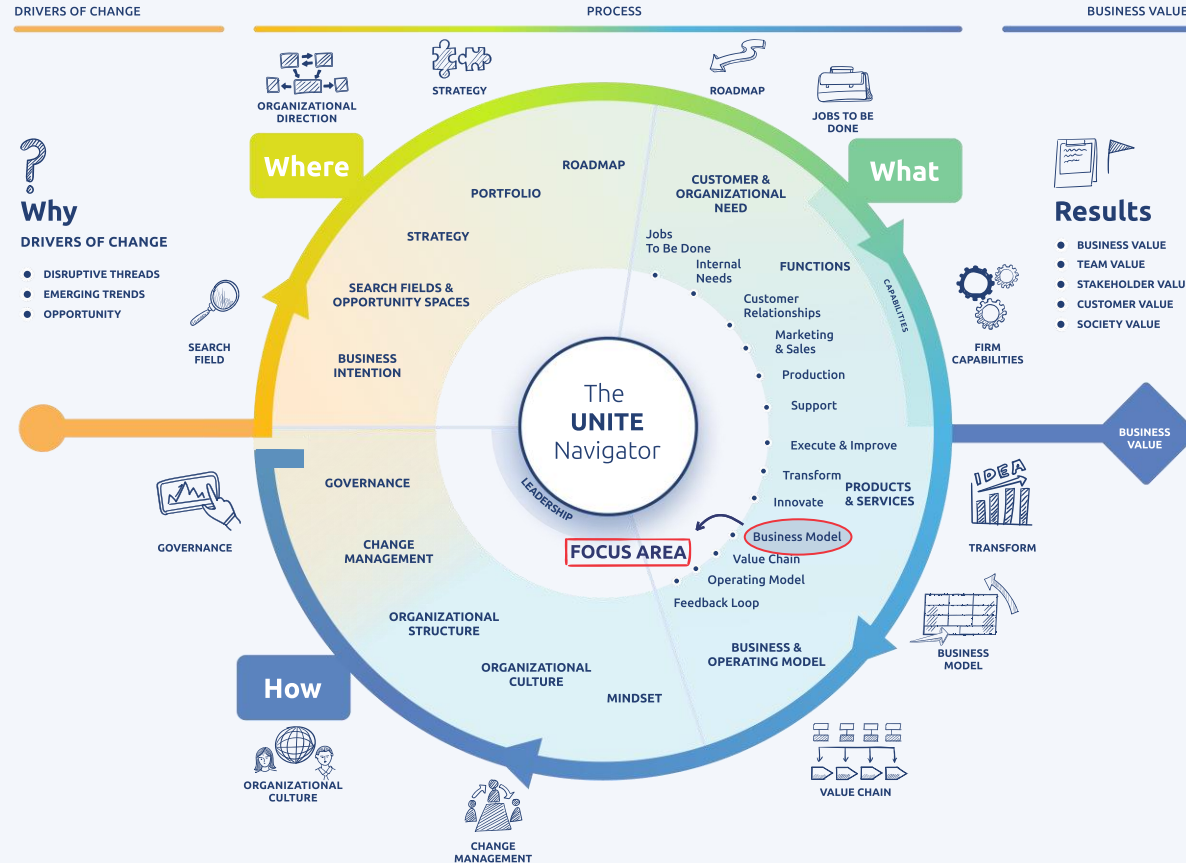
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THE UNITE NAVIGATOR – An overview and introduction to all UNITE models



- > The UNITE models are the by far largest library of innovation and transformation models on the Internet. They cover all areas of digital strategy, innovation, transformation as well as any related field.
- > The UNITE Navigator provides an introduction and overview of all digital-related fields.
- > As part of this presentation, we will focus on an efficient way to create a business model

Background to The Lean Business Model Canvas

Why we use it

In today's fast-paced marketplaces, businesses don't have a lot of time to determine the potential of new products or services. Decisions must be made quickly.

The Lean Business Model Canvas pushes businesses to quickly identify success and failure and to move on from failure without looking back. It encourages vigorous experimentation and quick iteration, and gives rise to the ideas behind "failing fast."

The Lean Business Model Canvas is a unique document visualizing and communicating a business idea and plan in a clear and concise way.

Because its focus is on value and customers, ideas can be quickly refined until a winner is found and developed further.

How it works

The Lean Business Model Canvas works by breaking down a business model into nine key building blocks, which are then visually arranged on a single page:

- > Customer Segments
- > Value Proposition
- > Channels
- > Customer Relationships
- > Revenue Streams
- > Key Resources
- > Key Activities
- > Key Partners
- > Cost Structure

The Lean Business Model Canvas is meant to be a flexible and iterative tool. Expectations are that we quickly experiment and make changes to different elements of the canvas to validate our business model.

What is the goal

The goal of the Lean Business Model Canvas is to provide a tool that allows you to **quickly iterate different elements of your business** until you find a business design that works.

The UNITE Lean Canvas Definition

Business plans are often elaborate documents that take a team many hours to write. Frustratingly, those documents are rarely read or updated later. The Lean Canvas creates a document that's much easier to write and much easier to use, so businesses can have the benefit of a clear business strategy without the labor involved with more extensive documents.

Many businesses adopt the Lean Business Canvas as an Initial business model assessment because its output is easily shared and updated and the process quickly creates a broadly useful document.

The Lean Canvas is especially useful for start-ups, corporate innovation initiatives and other companies navigating increased risk.

THE LEAN BUSINESS MODEL CANVAS

PROBLEM › List your customers' top 3 problems	SOLUTION › Outline possible solution for each problem	UNIQUE VALUE PROPOSITION › Single, clear, compelling message that turns an unaware visitor into an interested prospect	UNFAIR ADVANTAGE › Something that can't be easily copied or brought	CUSTOMER SEGMENTS › List your target customers and users
EXISTING ALTERNATIVES › List how these problems are solved today	KEY METRICS › List key numbers telling how your business is doing today	HIGH-LEVEL CONCEPT › List your X for Y analogy (e.g., YouTube = Flickr for videos)	CHANNELS › List your path to customers	EARLY ADOPTERS › List characteristics of your ideal customer
COST STRUCTURE › List your fixed and variable costs			REVENUE STREAMS › List your sources of revenue	

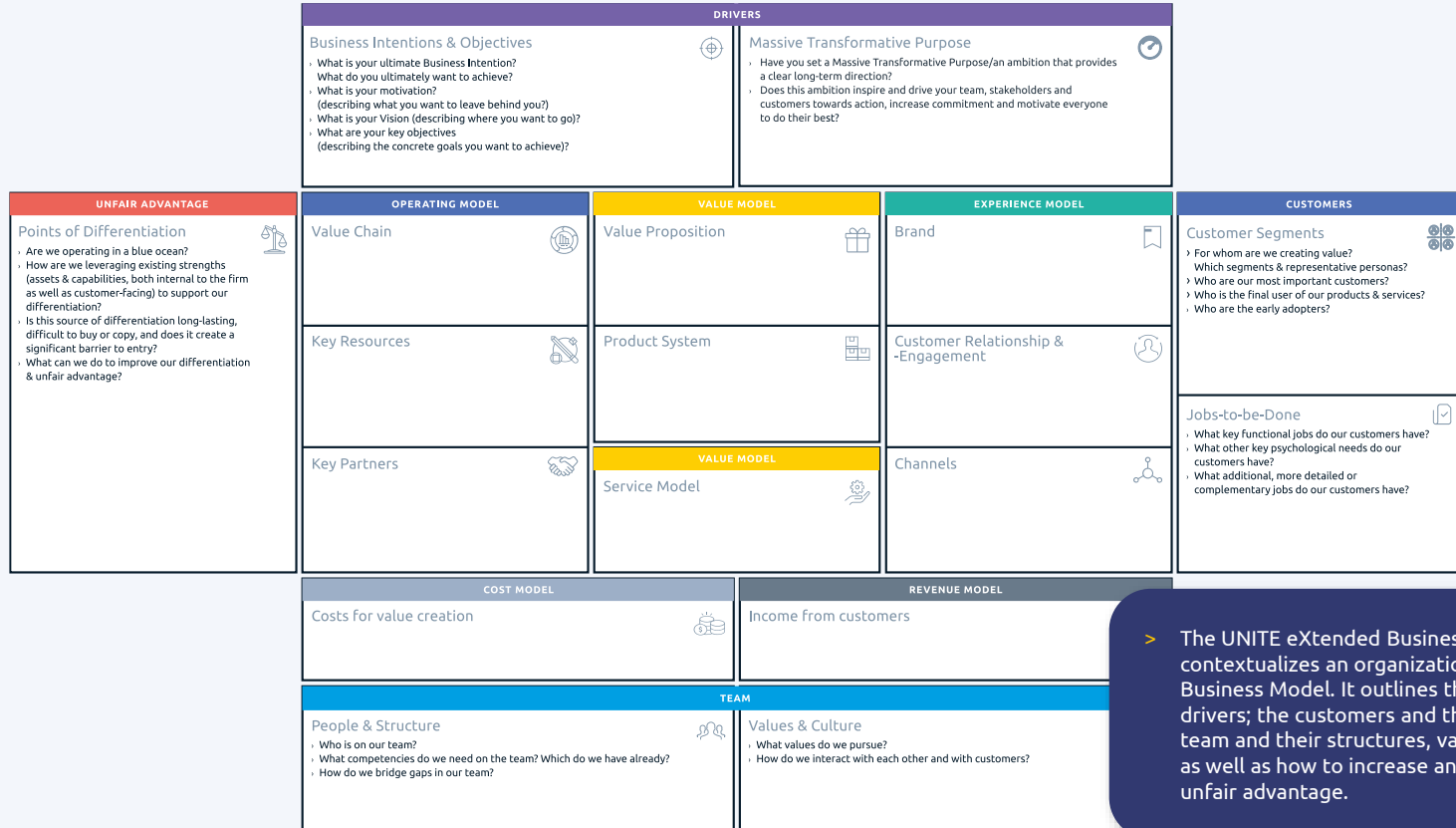
THE UNITE BUSINESS MODELS CANVAS

**Overview**

- > The Business Model Environment surrounds the Business Model Canvas because they are the factors influencing the Business Model you design. Unlike the Business Model itself, over which you have full control, external forces represent design constraints and opportunities that you have to work with.
- > Download the full Business Model Download Package here:

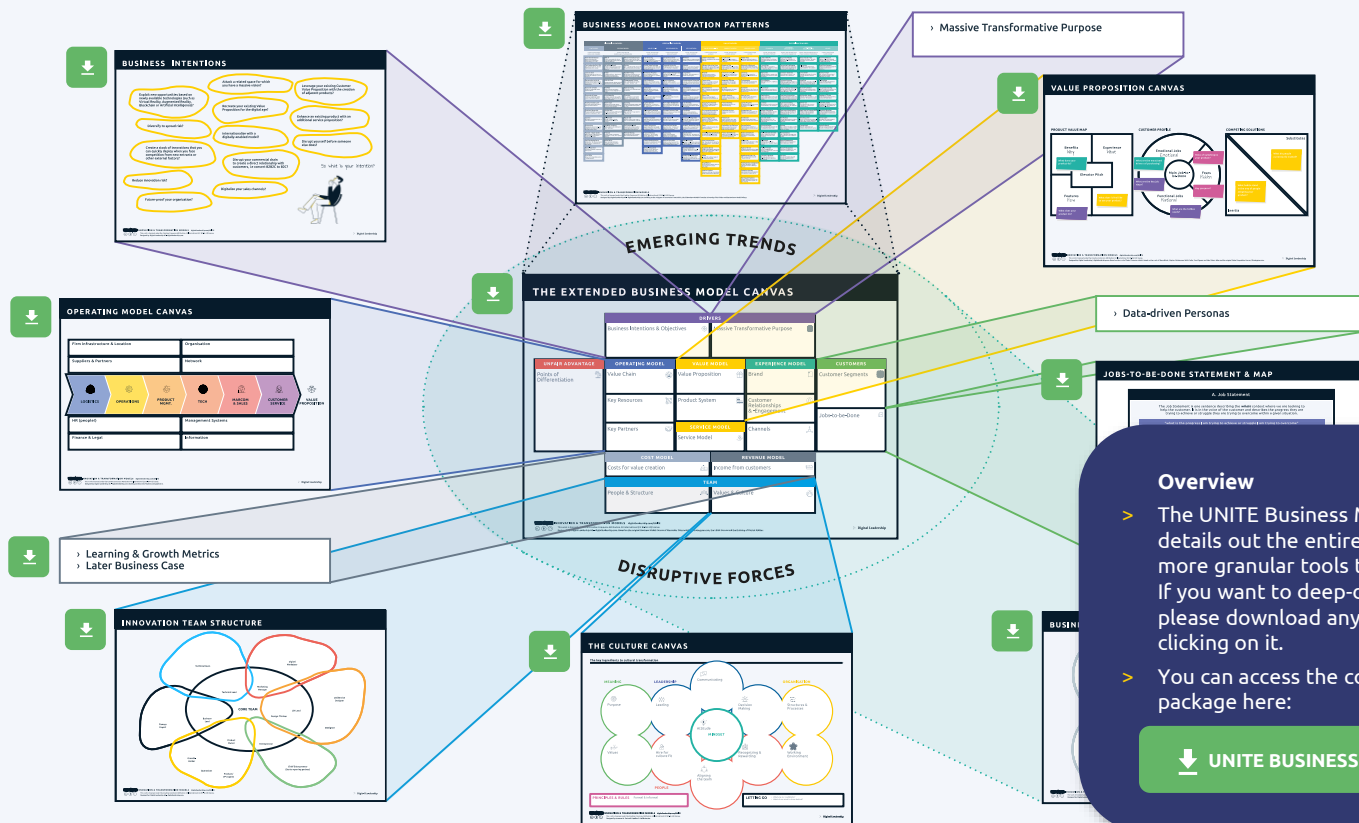
**UNITE BUSINESS MODEL**

THE UNITE EXTENDED BUSINESS MODEL CANVAS

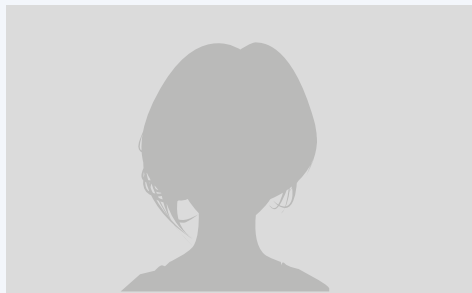


> The UNITE eXtended Business Model Canvas contextualizes an organization's core Business Model. It outlines the underlying drivers; the customers and their needs; the team and their structures, values and culture as well as how to increase an organization's unfair advantage.

OVERVIEW OF THE ENTIRE UNITE BUSINESS MODEL FRAMEWORK – which helps you understand the role of the Business Model Canvas in context



Main authors



<<this could be you>>

Your title and job

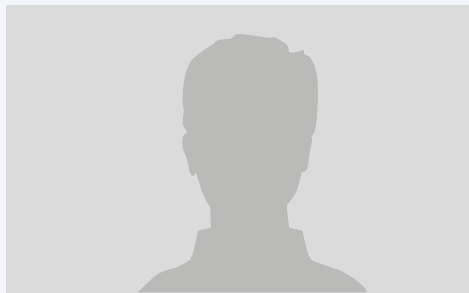
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Your title and job

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**THE LARGEST SET OF
METHODOLOGY GLOBALLY.**

THE UNITE MODELS are the by far largest library of innovation and digital transformation models available on the market globally. They cover all important domains end2end and uniquely – they are deeply integrated. Please be invited to leverage them in your organization. **Let's UNITE and create a world worth living in !**



**THE BOOK ABOUT HOW
TO CREATE INNOVATION**

HOW TO CREATE INNOVATION is a practical, comprehensive, OpenSource guide for successful innovation and digital transformation. The UNITE initiative and movement, supported by a global team of industry leaders and innovation researchers, aims to spark a revolution in global innovation and transformation.

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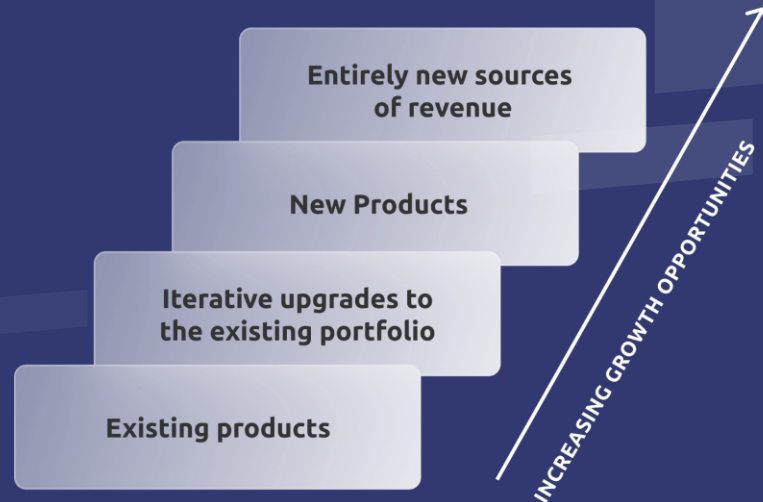
Digital Leadership has successfully helped corporate start-ups find their footing and Top-Five players in all sectors around the world identify and create new opportunities.

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Take control of your game!
Schedule your free business
assessment call with our team!



Discover our Digital Transformation Practice

Digital transformation is an art few manage well



Digital transformation is often much more complex than we think. You often touch one element to find out that it has systemic impacts on all other areas.

In addition, we find strategies to be stuck too often in silos. Rather than focusing on one bit, we bridge the silos, develop a vision everybody will buy into, and create a unifying strategy and roadmap for getting there, including realigning the value-, service-, experience- and operating model.



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Thank you!
Let's UNITE and create a world worth living in!

Do you want to share your knowledge as well?

Share my knowledge with the world!