

THE LEAN (BUSINESS MODEL) CANVAS

Designed for

Designed by

Date

Version

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 	