

Date:

Version:

The Lean Canvas Template

<p>Problem Top 3 problems</p> <p>2</p>	<p>Solution Top 3 features</p> <p>4</p>	<p>Unique Value Proposition</p> <p>3</p> <p>Single, clear and compelling message that states why you are different and worth buying</p>	<p>Unfair Advantage Can't be easily copied or bought</p> <p>9</p>	<p>Customer Segments Target Customers</p> <p>1</p>
<p>Existing Alternatives Is anyone solving this pain today?</p>	<p>Key Metrics Key activities you measure</p> <p>8</p>		<p>Channels Path to customers</p> <p>7</p>	
<p>Cost Structure List your fixed and variable costs. Customer acquisition costs Distribution costs Hosting People Etc.</p> <p>6</p>			<p>Revenue Streams List your sources of revenue. Revenue Model Life Time Value Revenue Gross Margin</p> <p>5</p>	