

Lean Canvas

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<p>1. Problem</p> <p>List your top 1-3 problems.</p>	<p>4. Solution</p> <p>Outline a possible solution for each problem.</p>	<p>3. Value Propositions</p> <p>Single, clear, compelling message that states why you are different and worth paying attention.</p>	<p>9. Unfair Advantage</p> <p>Something that cannot easily be bought or copied.</p>	<p>2. Customer Segments</p> <p>List your target customers and users.</p>
<p>Existing Alternatives</p> <p>List how these problems are solved today.</p>	<p>8. Key Metrics</p> <p>List the key numbers that tell you how your business is doing.</p>	<p>High-Level Concept</p> <p>List your X for Y analogy, e.g. YouTube = Flickr for videos.</p>	<p>5. Channels</p> <p>List your path to customers (inbound or outbound).</p>	<p>Early Adopters</p> <p>List the characteristics of your ideal customers.</p>
<p>7. Cost Structure</p> <p>List your fixed and variable costs.</p>		<p>6. Revenue Streams</p> <p>List your sources of revenue.</p>		