

<p>PROBLEM</p> <p>EXISTING ALTERNATIVES <i>List how these problems are solved today.</i></p>	<p>SOLUTION</p> <p>KEY METRICS <i>List the key numbers that tell you how your business is doing.</i></p>	<p>UNIQUE VALUE PROPOSITION <i>Single, clear, compelling message that states why you are different and worth paying attention.</i></p> <p>HIGH-LEVEL CONCEPT <i>List your X for Y analogy e.g. YouTube = Flickr for videos.</i></p>	<p>UNFAIR ADVANTAGE <i>Something that cannot easily be bought or copied.</i></p> <p>CHANNELS <i>List your path to customers (inbound or outbound).</i></p>	<p>CUSTOMER SEGMENTS <i>List your target customers and users.</i></p> <p>EARLY ADOPTERS <i>List the characteristics of your ideal customers.</i></p>
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COST STRUCTURE
List your fixed and variable costs.

REVENUE STREAMS
List your sources of revenue.

1	4	3	9	2
8		5		
7		6		

CANVAS FILL ORDER



RISK ITERATION PATH



Lean Canvas

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