

LEAN CANVAS



GUIDE: LEAN CANVAS

Problem 2 What are the crucial problems faced by your consumers? Why are the problems important? What frustrations or desires need to be solved?	Solution 4 How does your product solve the customer's problem(s)? How do your key features deliver the expected benefits? How do you compare to existing alternatives?	Key Benefits 3 In a clear and compelling message, explain what you do, why you're different, and what are the key benefits for your customer? (unique value proposition)	Unfair Advantage 9 What do you have that can't be easily copied or bought and makes you stand out from competitors?	Target Customers 1 Who can you help? Identify 3 to 4 user personas you envision turning to you for solutions.
Existing Alternatives What is currently available to solve the identified problems and what are their shortfalls. Who are your direct competitors?	Key Performance Indicators 8 Define success and how will you measure it? (e.g. number of users, returning users, growth, revenue, customer satisfaction, churn rate, backlog, reviews, consumer engagement, excitement, turnover)	Key Features What are the key features of your solution (top three?)	Customer Relationship 5 What core values and user experience are you promoting? Through what channels will you interact with consumers (onboarding, sales, customer support, new developments)?	First users Describe or list the characteristics of "first buyers" (e.g. have the highest need, have the money, likely to try new things, familiar with similar products)
Cost Structure 7 What are the most important expenses inherent to your business model? What are the costs to develop your minimum viable product (e.g. Research and development, products, employees, licenses, patents) What are the costs to launch and maintain your business (e.g. commercialization/marketing, human resources, producing goods, and getting them to consumers) Define your customer acquisition cost?	Revenue Streams 6 How will you generate income? (e.g. fees, sales agreement, contract agreement, subscription agreement, rental/leasing agreement, licensing agreement) Present a pricing model for your product or service and then highlight how it compares to the existing alternatives. Define your customer lifetime value.			