



Lean Canvas

<p><u>Problem</u> Top 3 Customer Problems/Needs/Pains Examples: Underperformance/lack of features/malfunction Undesired costs, situations, risks Barriers to adoption like upfront cost, resistance to change, learning curve Negative emotions/fears What makes customers feel bad?</p>	<p><u>Solution</u> Top 3 features Customer Gains</p>	<p><u>Value Proposition</u> Single, clear, compelling message that states why you are different and worth paying attention</p>	<p><u>Unfair Advantage</u> Can't be easily copied or bought</p>	<p><u>Customer Segments</u> Target customers Demographics, Age Needs/likes/dislikes/interests Role/position How/where do they buy? Motivations</p>
	<p><u>Key Metrics</u> Key activities you measure</p>		<p><u>Channels</u> Path to customers How will we sell/distribute the product? Physical and Web/Mobile Channels</p>	
<p><u>Cost Structure</u> Customer Acquisition Costs Distribution Costs Hosting People, etc...</p>			<p><u>Revenue Streams</u> Value for customer/how does the company make money? Revenue Model (direct sale, freemium, license/subscription) Life Time Value Revenue Gross Margin</p>	

PRODUCT

MARKET