## Lean Canvas

<table>
<thead>
<tr>
<th>Problem</th>
<th>Solution</th>
<th>Value Proposition</th>
<th>Unfair Advantage</th>
<th>Customer Segments</th>
</tr>
</thead>
<tbody>
<tr>
<td>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?</td>
<td>Top 3 features Customer Gains</td>
<td>Single, clear, compelling message that states why you are different and worth paying attention</td>
<td>Can’t be easily copied or bought</td>
<td>Target customers Demographics, Age Needs/likes/dislikes/interests Role/position How/where do they buy? Motivations</td>
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<tr>
<td>Key Metrics</td>
<td>Key activities you measure</td>
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### Channels
Path to customers How will we sell/distribute the product? Physical and Web/Mobile Channels

### Key Metrics
- Revenue Streams
  - Value for customer/how does the company make money?
  - Revenue Model (direct sale, freemium, license/subscription)
  - Life Time Value
  - Revenue
  - Gross Margin

### Cost Structure
- Customer Acquisition Costs
- Distribution Costs
- Hosting
- People, etc…