The Lean Business Model Canvas



| **Problem**Top 3 problems | **Solution**Top 3 features | **Unique Value Prop.**Single, clear and compelling message that states why you are different and worth buying | **Unfair Advantage**Can’t be easily copied or bought | **Customer****Segments**Target Customers |
| --- | --- | --- | --- | --- |
| **Existing****Alternatives**List how these problems are solved today. | **Key Metrics**Key activities you measure | **High-Level Concept**List your X for Y analogy (e.g. YouTube = Flickr for videos) | **Channels**Path to customers | **Early Adopters**List the characteristics of your ideal customers. |
| **Cost Structure**List your fixed and variable costs.Customer acquisition costsDistribution costsHostingPeopleEtc. | **Revenue Streams**List your sources of revenue.Revenue ModelLife Time ValueRevenueGross Margin |