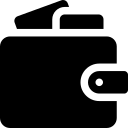
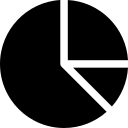
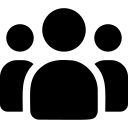
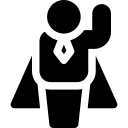
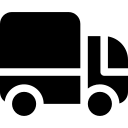
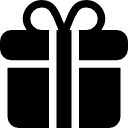
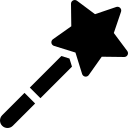
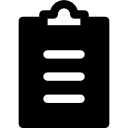
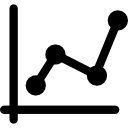
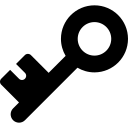
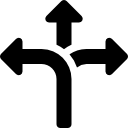
The Lean Business Model Canvas



| **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 costs  Distribution costs  Hosting  People  Etc. | | | | | **Revenue Streams**  List your sources of revenue.  Revenue Model  Life Time Value  Revenue  Gross Margin | | | | |