Lean Canvas
Instructional Guide to the Lean Canvas

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Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
Top 3 problems	Top 3 features	Single, clear and compelling message that states why you are different and worth buying	Can't be easily copied or bought	Target Customers

Problem
Top 3 problems

Solution
Top 3 features

Unique Value Proposition
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 will measure

Channels
Path to customers

Early Adopters
Characteristics of your ideal customers

Cost Structure
List your fixed and variable costs
Customer acquisition costs
Distribution costs
Hosting
People
Etc.

Revenue Structure
List your sources of revenue
Revenue Model
Life Time Value
Revenue
Gross Margin

Lean Canvas

Your Lean Canvas

Business Name: _____ Version: _____ Date: _____

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Existing Alternatives	**Key Metrics**		**Channels**	**Early Adopters**

Cost Structure	**Revenue Structure**