Lean Canvas (ENG)

Project name:	Designed by:	Date:	Version:

1. Problem	2. Solution	3. Unique Value Proposition	4. Unfair Advantage	5. Customer Segments
Existing Alternatives	6. Key Metrics		7. Channels	Early Adopters

8. Cost Structure	9. Revenue Structure

Lean Canvas -instructions (ENG)

1. Problem
- Your customers top 3 problems (or needs).
- How important and urgent is it for them to solve these problems?
- Existing alternatives: How are they solving the problem(s) now without your product?

2. Solution
- Outline possible solution for each problem
- How is your solution superior compared to existing alternatives?

3. Unique value proposition
- What unique value do you deliver to the customer?
- A single, clear and compelling statement that turns an unaware visitor into an interested prospect

4. Unfair advantage
- Something about your product that can't be easily copied or bought
- E.g. unique resources, IPR, skills or business relationships

5. Customer Segments
- List your target customers and users
- Early adopters: characteristics of ideal customers

6. Key Metrics
- Key activities and numbers that you measure to know that you are going to the right direction

7. Channels
- List your path to customers
- What channels are your target customers already using?

8. Cost Structure
- List your fixed costs, i.e. every cost that is not dependent on your productions or sales. E.g., rents, insurances
- List your variable costs, i.e. costs that vary according to your production or sales volume. E.g., materials, sales comissions

9. Revenue Streams
- How do you plan to make money? List your sources of revenue.
- What is your revenue model? Eg., advertising, licensing, comission-based, subscription, SaaS, one-off purchases, eg.