



LEAN CANVAS | Identify your riskiest assumptions.

PROBLEM

List your customer's top 3 problems.

SOLUTION

State how your solutions solves each problem.

UNIQUE VALUE PROPOSITION

Why should a visitor choose to become a user/customer?

UNFAIR ADVANTAGE

Something that can't be easily copied or bought.

CUSTOMER SEGMENTS

Think of customers (paying) and users (involved).

KEY METRICS

List the metrics that tell how your business is doing.

CHANNELS

How are you going to reach your customers?

EXISTING ALTERNATIVES

List how these problems are currently solved.

HIGH LEVEL CONCEPT

List your X for Y analogy (Gorillas = Uber for delivery)

EARLY ADOPTERS

Who has the highest pain or smallest friction?

COST STRUCTURE

List fixed and variable costs.

REVENUE STREAMS

List your sources of revenue.