

The Lean Canvas

PROBLEM Top 3 problems 1	SOLUTION Top 3 features 4	UNIQUE VALUE PROPOSITION Single, clear, compelling message that states why you are different and worth buying 3	UNFAIR ADVANTAGE Can't be easily copied or bought 5	CUSTOMER SEGMENTS Target customers 2
	KEY METRICS Key activities you measure 8		CHANNELS Path to customers 9	
COST STRUCTURE Customer Acquisition Costs Distributing Costs Hosting People, etc. 7		REVENUE STREAMS Revenue Model Lifetime Value Revenue Gross Margin 6		

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