










# Lean Canvas

Designed for:

Designed by:

Date:

Version:

<b>Problem</b> <i>(List your 1-3 problems)</i> 	<b>Solution</b> <i>(Outline a possible solution for each problem)</i> 	<b>Unique Value Proposition</b> <i>(Single, clear, compelling message that states why you are different and worth paying attention)</i> 	<b>Unfair Advantage</b> <i>(Something that cannot easily be bought or copied)</i> 	<b>Customer Segments</b> <i>(List your target customers and users)</i> 
	<b>Key Metrics</b> <i>(List the key numbers that tell you how your business is doing.)</i> 		<b>Channels</b> <i>(List your path to customers (inbound or outbound))</i> 	
<b>Cost Structure</b> <i>(List your fixed and variable costs)</i> 		<b>Revenue Streams</b> <i>(List your sources of revenue)</i> 		

Original version: Leanstack.com

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