

1. Problem

What is the problem?

4. Solution

What is the solution?

3. Unique Value Proposition

What is the unique value proposition?

9. Unfair Advantage

What is your unfair advantage?

2. Customer Segments

List target customers and users

Alternatives

What are the current alternatives?

8. Key Metrics

What are the key metrics?

High Level Concept

Your elevator pitch

5. Channels

What are the current channels?

Early Adopters

Who would the early adopters be?

7. Cost Structure

List your fixed and variable costs

6. Revenue Streams

What are the revenue streams?

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LEAN Canvas Template