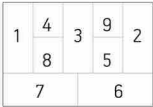


PROBLEM List your top 1-3 problems. EXISTING ALTERNATIVES List how these problems are solved today.	SOLUTION Outline a possible solution for each problem.	UNIQUE VALUE PROPOSITION Single, clear, compelling message that states why you are different and worth paying attention. HIGH-LEVEL CONCEPT List your X for Y analogy e.g. YouTube = Flickr for videos.	UNFAIR ADVANTAGE Something that cannot easily be bought or copied.	CUSTOMER SEGMENTS List your target customers and users. EARLY ADOPTERS List the characteristics of your ideal customers.
	KEY METRICS List the key numbers that tell you how your business is doing.		CHANNELS List your path to customers (inbound or outbound).	
COST STRUCTURE List your fixed and variable costs.			REVENUE STREAMS List your sources of revenue.	



CANVAS FILL ORDER



RISK ITERATION PATH

Lean Canvas

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