**The Lean Canvas Business Model**

with basic instructions

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| **Problem**List your top 3 problems | **Solution**Outline a possible solution for each problem | **Unique Value Proposition**Create a clear, concise message that states why your business is different and worth paying attention to. | **Competitive Advantage**This is also known as an unfair advantage. It should be something that cannot easily be bought or copied. | **Customer Segments**List your target customers and users |
| **Key Metrics**List the key numbers that tell you how your business is doing. | **Channels**List your path to customers. Outbound and inbound. |
| **Cost Structure**List your fixed and variable costs. | **Revenue Streams**List your sources of revenue. |

Adapted from <https://leanstack.com/leancanvas>