**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>