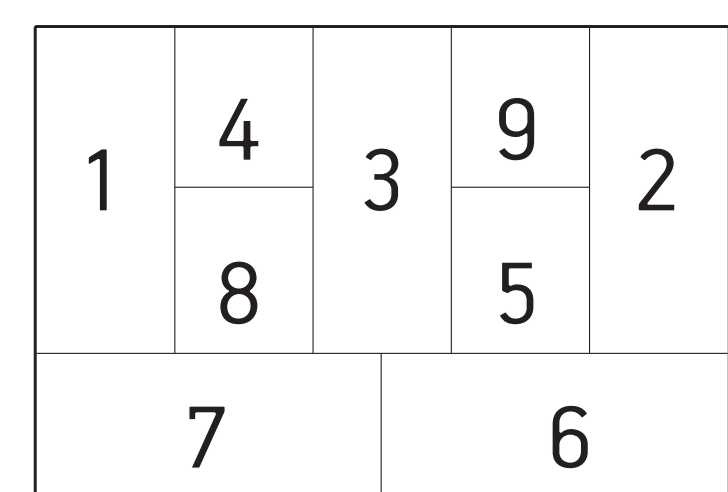
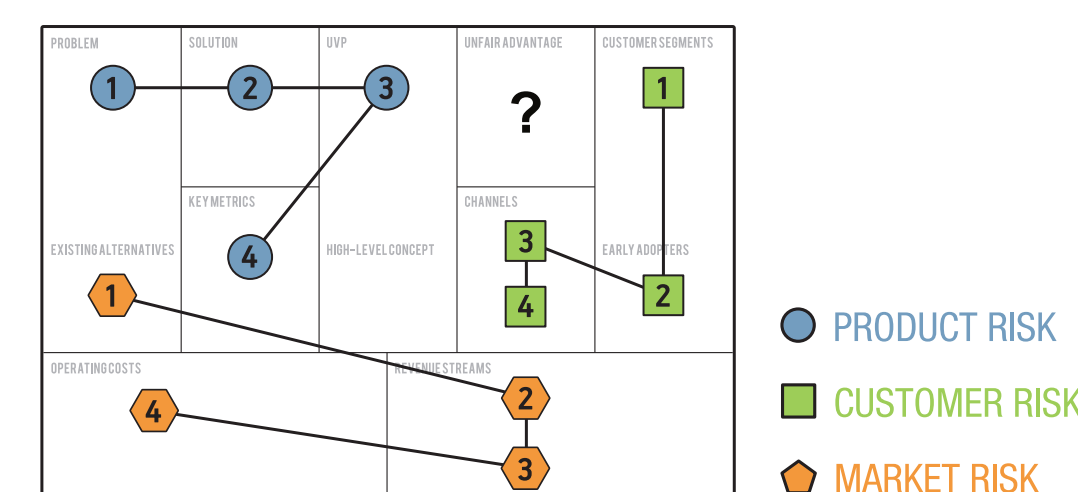


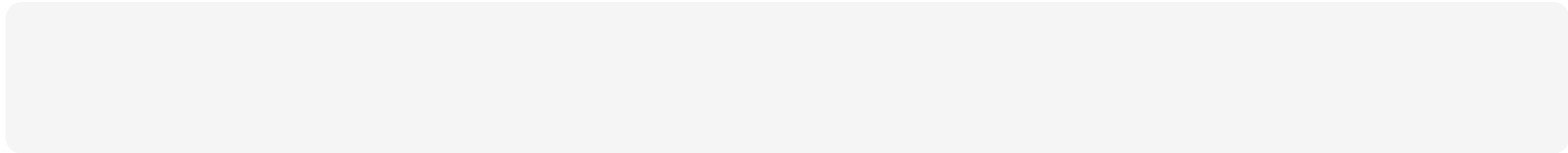
<h3>PROBLEM</h3> <p>List your top 1-3 problems.</p>	<h3>SOLUTION</h3> <p>Outline a possible solution for each problem.</p>	<h3>UNIQUE VALUE PROPOSITION</h3> <p>Single, clear, compelling message that states why you are different and worth paying attention.</p>	<h3>UNFAIR ADVANTAGE</h3> <p>Something that cannot easily be bought or copied.</p>	<h3>CUSTOMER SEGMENTS</h3> <p>List your target customers and users.</p>
	<h3>KEY METRICS</h3> <p>List the key numbers that tell you how your business is doing.</p>		<h3>CHANNELS</h3> <p>List your path to customers (inbound or outbound).</p>	
<h3>EXISTING ALTERNATIVES</h3> <p>List how these problems are solved today.</p>		<h3>HIGH-LEVEL CONCEPT</h3> <p>List your X for Y analogy e.g. YouTube = Flickr for videos.</p>		<h3>EARLY ADOPTERS</h3> <p>List the characteristics of your ideal customers.</p>
<h3>COST STRUCTURE</h3> <p>List your fixed and variable costs.</p>		<h3>REVENUE STREAMS</h3> <p>List your sources of revenue.</p>		



CANVAS FILL ORDER



RISK ITERATION PATH



# Lean Canvas

Created by Spark59 // Online version available at [www.leancanvas.com](http://www.leancanvas.com)