

# LEAN CANVAS WORKSHEET

# PROJECT TITLE .....

### PROBLEM

List your top 1-2 problems?

### 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 to

### UNFAIR ADVANTAGE

Something that cannot be easily bought or copied

### CUSTOMER SEGMENTS

List your target and users

### EXISTING ALTERNATIVES

List how these problems are solved today

### KEY METRICS

List the key numbers that tell you how your business is doing

### HIGH LEVEL CONCEPT

List your X and Y analogy e.g. Youtube - Flickr for videos

### CHANNELS

List your path to customers inbound and exbound

### EARLY ADOPTERS

List the characteristics of your ideal customers

### COST STRUCTURE

List your fixed and variable costs

### REVENUE STREAMS

List your sources of revenue