Lean Canvas

Let's use this model to evaluate our business idea's opportunities and risks.

01 Problem

What are we solving for our users?

What gaps are we addressing for our customers?

Existing Alternatives

Who are our closest competitors?

What do our customers currently rely on?

02 Solution

How do we address the needs of users?

What experience should customers get?

03 Key Metrics

How do we track our progress?

What are our criteria for success?

04 Unique Value Proposition

What makes our idea unique?

What differentiates it from existing solutions?

05 Unfair Advantage

What do we have that others can't replicate or acquire?

Examples: Our network, exclusive data, or reputation

06 Channels

How do we reach our audiences?

07 Customer Segments

Who are our target users?

Who are our target customers?

Early Adopters

Who will be using our raw product or service?

Who will benefit from it?

08 Cost Structure

What are our fixed costs?

What are our variable costs?

09 Revenue Streams

How will we generate revenue from our users?

Tip: Go through each target customer segment