



# The Lean Canvas Model

Designed For

Designed By

Version

**Problem**

Identify the top problems your target market faces which you intend to solve.

**Solution**

Outline the most important features of your product that solve these problems.

**Key Metrics**

List the key numbers that tell you how your business is performing in real-time.

**Unique Value Proposition**

Clarify your product's unique benefit that will attract customers.

**Unfair Advantage**

Describe an aspect of your business that cannot be easily copied or bought.

**Channels**

Enumerate the paths you will use to communicate with and reach your customer segments.

**Customer Segments**

Define the specific groups of people who will benefit from your product.

**Cost Structure**

Itemize the significant costs involved in operating your business model.

**Revenue Streams**

Detail the ways your business will make money from each customer segment.

**Product** This side is about the product you are creating, the metrics that will help you understand if it's successful, the unique advantage it has, and what it will cost you to deliver that product.

This side is about the market you are targeting: who your customers are, how you'll reach them, and how you'll earn money from them. **Market**