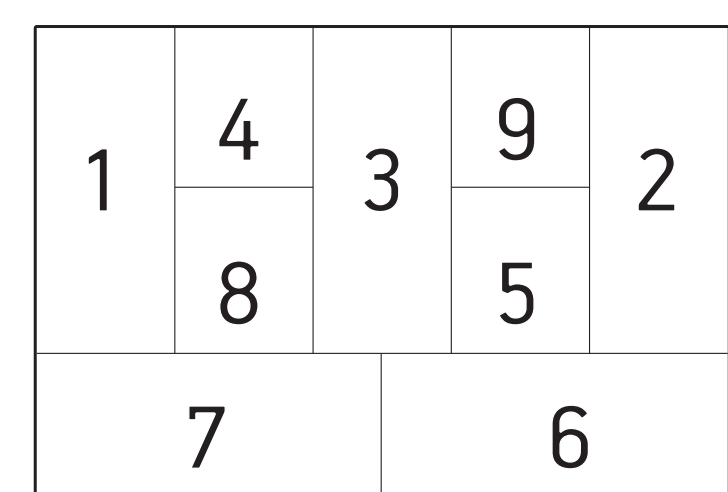
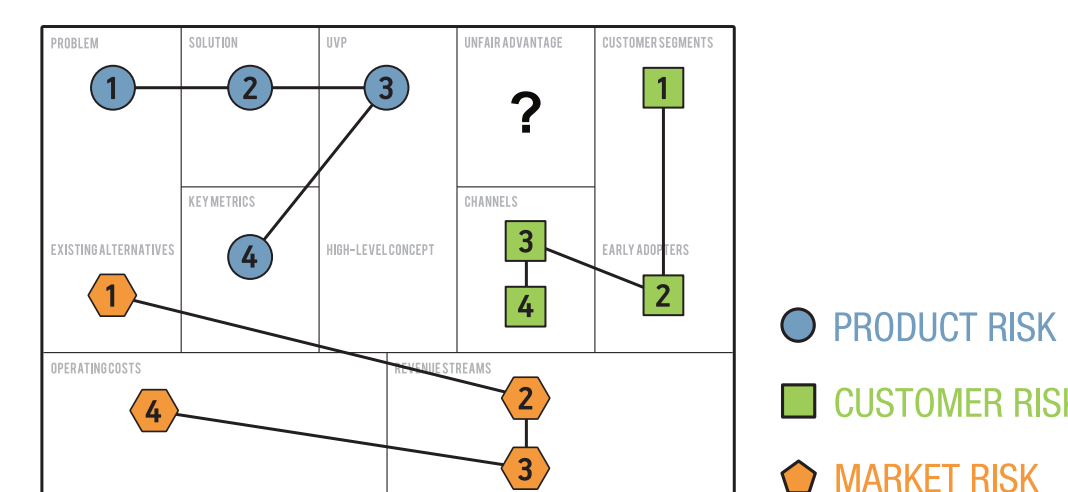


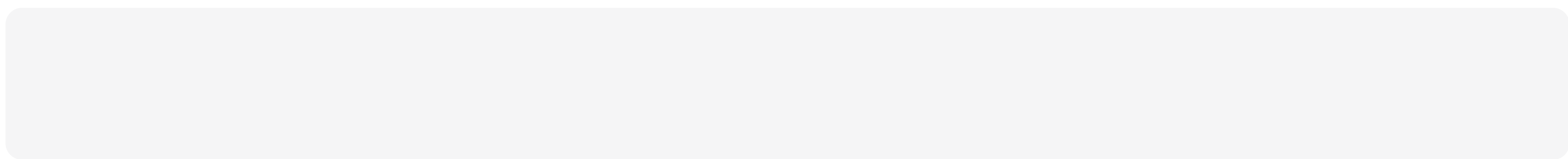
<h3>PROBLEM</h3> <p><i>List your top 1-3 problems.</i></p>	<h3>SOLUTION</h3> <p><i>Outline a possible solution for each problem.</i></p>	<h3>UNIQUE VALUE PROPOSITION</h3> <p><i>Single, clear, compelling message that states why you are different and worth paying attention.</i></p>	<h3>UNFAIR ADVANTAGE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



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RISK ITERATION PATH



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