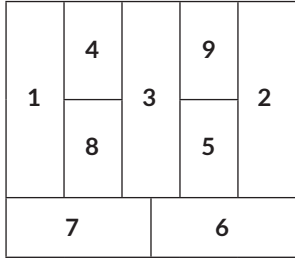


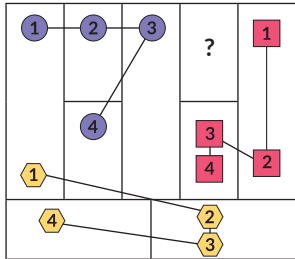


# Lean Model Canvas

### Canvas Fill Order



### Risk Iteration Path



- Product Risk
- Customer Risk
- ⬡ Market Risk

<b>Problem</b> <i>List your top 1-3 problems.</i>	<b>Solution</b> <i>Outline a possible solution for each problem.</i>	<b>Unique Value Proposition</b> <i>Single, clear, compelling message that states why you are different and worth paying attention.</i>	<b>Unfair Advantage</b> <i>Something that cannot easily be bought or copied.</i>	<b>Customer Segments</b> <i>List your target customers and users.</i>
	<b>Key Metrics</b> <i>List the key numbers that tell you how your business is doing.</i>		<b>Channels</b> <i>List your path to customers (inbound or outbound).</i>	
<b>Existing Alternatives</b> <i>List how these problems are solved today.</i>	<b>High-Level Concept</b> <i>List your X for Y analogy e.g. YouTube = Flickr for videos.</i>		<b>Early Adopters</b> <i>List your target customers and users.</i>	
<b>Cost Structure</b> <i>List your fixed and variable costs.</i>		<b>Revenue Streams</b> <i>List your sources of revenue.</i>		