

Lean canvas

Problem List your top 1-3 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	Unfair advantage Something that cannot easily be bought or copied	Customer segments List your customers 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 or outbound)	Early adopters List the characteristics of your ideal customers
Cost structure List your fixed and variable costs		Revenue streams List your sources of revenue		



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Inspired by the Lean Canvas by Ash Maurya.
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