

Complete a Startups Lean Business Model Canvas



PROBLEM

What are your customers biggest problems?



SOLUTION

What are your solutions for each problem?



UNIQUE VALUE PROPOSITION

What is your clear and simple mission statement that will turn your target prospect into a customer?



UNFAIR ADVANTAGE

What makes you unique that can't be copied, adopted or bought?



CUSTOMER SEGMENTS

Who are your target customers and what market are they in?

EXISTING ALTERNATIVES

Are these current problems solved? If so, how?



KEY METRICS

What analytical numbers will prove your business is doing well? What do you expect those figures to be?

HIGH LEVEL CONCEPT

Are these current problems solved? If so, how?



CHANNELS

How will you reach your customers?

EARLY ADOPTERS

Who are your most valuable customers?



COST STRUCTURE










What are your significant fixed and variable costs?



REVENUE STREAMS

How much money will you make and from which channels? What is your Total Addressable Market (TAM)?

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