**Lean Canvas – Template**

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| **1. Specify customer segments.** | |
| **Customer segment 1** | Click or tap here to enter text. |
| **Customer segment 2** | Click or tap here to enter text. |
| **Customer segment 3** | Click or tap here to enter text. |

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| **2. Each customer segment is clarified and refined further. Detail the problems of each segment and potential solutions to these problems.** | | | |
|  | **Refined segment description** | **Problems** | **Potential solutions** |
| **Customer segment 1** | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. |
| **Customer segment 2** | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. |
| **Customer segment 3** | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. |

**Repeat steps 3-8 described in this template for each of the customer segments identified.**

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| **3. Develop a unique value proposition for the new offering by populating the cells below.** | |
| **Essence of the offering** | Click or tap here to enter text. |
| **How it differs from other solutions** | Click or tap here to enter text. |
| **The problem that it solves** | Click or tap here to enter text. |
| **Customer benefits** | Click or tap here to enter text. |
| **Who** | Click or tap here to enter text. |
| **What** | Click or tap here to enter text. |
| **Why** | Click or tap here to enter text. |
| **Plan to target early adopters** | Click or tap here to enter text. |

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| **4. Identify, build, and test channels appropriate to reaching customers.** |

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| **5. Decide on the pricing model to be used.** |
| Click or tap here to enter text. |

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| **6. Determine key metrics to driving usage of the offering.** |
| Click or tap here to enter text. |

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| **7. Identify elements of the offering that make it difficult to imitate.** |
| Click or tap here to enter text. |

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| **8. Populate the lean canvas below.** | | | | | |
| **Problem**  Click or tap here to enter text. | **Solution**  Click or tap here to enter text. | **Unique value proposition**  Click or tap here to enter text. | | **Unfair advantage**  Click or tap here to enter text. | **Consumer segments**  Click or tap here to enter text. |
| **Key metrics**  Click or tap here to enter text. | **Channels**  Click or tap here to enter text. |
| **Cost structure**  Click or tap here to enter text. | | | **Revenue streams**  Click or tap here to enter text. | | |