

# Lean Canvas

<b>Problem</b> Top 3 problems <i>for your customer</i>  <b>1</b>	<b>Solution</b> Top 3 features  <b>4</b>	<b>Unique Value Proposition</b>  Single, clear, compelling message that states why you are different and worth paying attention  <b>3</b>	<b>Unfair Advantage</b>  Can't be easily copied or bought  <b>9</b>	<b>Customer Segments</b>  Target customers  <b>1</b>
Existing Alternative	<b>Key Metrics</b>  <b>8</b>		<b>Channels</b>  Path to customers  <b>5</b>	
<b>Cost Structure</b> Customer Acquisition costs Distribution costs Hosting People, etc.  <b>7</b>		<b>Revenue Streams</b> Revenue Model LifeTime Value Revenue Gross Margin  <b>6</b>		

PRODUCT

MARKET

# Lean Canvas

<b>Problem</b> Top 3 problems	<b>Solution</b> Top 3 features	<b>Unique Value Proposition</b> Single, clear, compelling message that states why you are different and worth paying attention	<b>Unfair Advantage</b> Can't be easily copied or bought	<b>Customer Segments</b> Target customers  Early Adopters
Existing Alternative	<b>Key Metrics</b>		<b>Channels</b> Path to customers	
<b>Cost Structure</b> Customer Acquisition costs Distribution costs Hosting People, etc.		<b>Revenue Streams</b> Revenue Model LifeTime Value Revenue Gross Margin		

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