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| Lean Business Model Canvas | **Company Name** | **Date:** July 14, 2015  **Iteration #:** 2 |

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| **PROBLEM**  *List the top three problems your product/service is addressing.* | **SOLUTION**  *What are the top three features of your product/service?* | **UNIQUE VALUE PROPOSITION**  *What is the single, clear, compelling message that states why your product/service is different and worth buying?* | | **COMPETITIVE ADVANTAGE**  *What about your product/service means that it cannot be easily copied or bought?* | **CUSTOMER SEGMENTS**  *Who are the target customers?* |
| **KEY METRICS**  *What are the key activities that must be measured?* | **CHANNELS**  *What are the pathways to customers?* |
| **COST STRUCTURE**  *What are the customer acquisition costs, distribution costs, human resources costs, additional costs?* | | | **REVENUE STREAMS**  *What is the revenue model, the life time values, the revenue, the gross margin?* | | |
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| Product | | | Market | | |