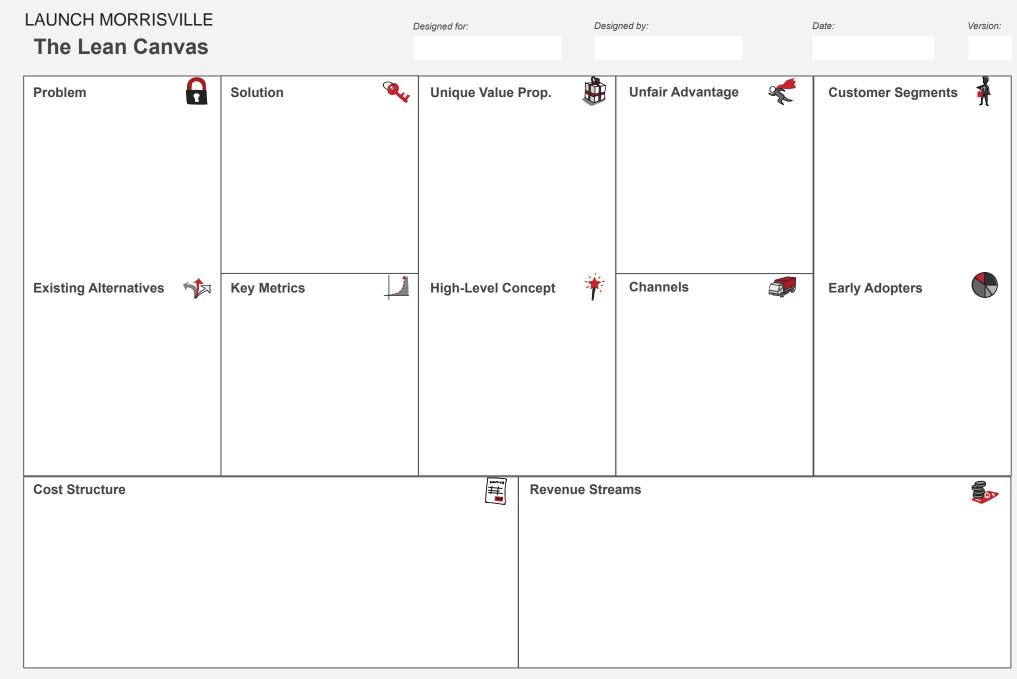
|  | L              | Designed for:   | Designed by:  |                               | Date: |  | Version:   |
|--|----------------|---|---|-------------------------------|-------|--|------------|
| The Lean Canvas  |                | Startup Name  |   | lame1, Name2,                 |       | DD/MM/YYYY   | X.Y        |
|  |                | 1   | 05  | ľ                             |       | r  |            |
| Problem  | Solution       | Unique Value  | Prop. 🎁   | Unfair Advantage              | S.    | Customer Segme   | nts 🐐      |
| Top 3 problems   | Top 3 features | Single, clear an<br>message that s<br>are different and | tates why you   | Can't be easily copied bought | d or  | Target Customers   |            |
| Existing Alternatives  | Key Metrics    | High-Level Concept                                      |   | Channels<br>Path to customers |       | Early Adopters<br>List the characteristi<br>ideal customers. | cs of your |
|  |                |   |   |                               |       |  |            |
| Cost Structure   |                |   | Revenue Streams   |                               |       |  |            |
| List your fixed and variable costs.<br>Customer acquisition costs<br>Distribution costs<br>Hosting<br>People<br>Etc. |                |   | List your sourd<br>Revenue Mode<br>Life Time Value<br>Revenue<br>Gross Margin | el                            |       |  | -          |



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