Lean Canvas

Product _____ **Date** _____

Designed by _____ **Version** _____

1. PROBLEM: TOP 3 PROBLEMS	**4. SOLUTION: TOP 3 FEATURES**	**3. UNIQUE VALUE PROPOSITION**	**9. UNFAIR ADVANTAGE**	**2. CUSTOMER SEGMENTS**
EXISTING ALTERNATIVES	**8. KEY METRICS**	**HIGH-LEVEL CONCEPT**	**5. CHANNELS**	**EARLY ADOPTERS**
7. COST STRUCTURE		**6. REVENUE STREAMS**		