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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?* |
|  |  |
| Product | Market |