

Lean Canvas Worksheet #1

Lean Canvas (Ash Maurya) modified by @DocCLR for training purposes.

Problem Top 3 problems	1 Solution Top 3 features	4 Unique Value Proposition Single compelling message that states why you are different and worth buying	3 Unfair Advantage Not easily be copied or bought	9 Customer Segments Target customers	2										
	Key Metrics Key activities you measure		8	Channels Path to customers	5										
Cost Structure Customer acquisition, distribution, hosting, people		7	Revenue Revenue model, Lifetime value, Revenue, Gross margin												
<table border="1"><tr><td>Breakeven Costs? Per month? Per Year?</td><td>Event Costs? Per month? Per Year?</td></tr><tr><td>Business Expenses? Per month? Per Year?</td><td>Human Capital Cost? Per month? Per Year?</td></tr></table>		Breakeven Costs? Per month? Per Year?	Event Costs? Per month? Per Year?	Business Expenses? Per month? Per Year?	Human Capital Cost? Per month? Per Year?	4	<table border="1"><tr><td>Former Customers</td><td>New Customers</td></tr><tr><td>Current Customers</td><td>How Many Revenue Models? How do you select?</td></tr><tr><td>Early Adopters</td><td></td></tr></table>			Former Customers	New Customers	Current Customers	How Many Revenue Models? How do you select?	Early Adopters	
Breakeven Costs? Per month? Per Year?	Event Costs? Per month? Per Year?														
Business Expenses? Per month? Per Year?	Human Capital Cost? Per month? Per Year?														
Former Customers	New Customers														
Current Customers	How Many Revenue Models? How do you select?														
Early Adopters															
			5												

29 Dec 2015 (3 years ago)

Lean Canvas adapted from The Business Model Canvas licensed under the Creative Commons Attribution-Share Alike 3.0 Un-ported License

DETAILS AND NOTES

Achieved product/market fit, business model,sales/marketing roadmap?

How did you test your problem/solution fit?

Do you have an artifact or representation of the value proposition that drives the cost structure and revenue listed?

Customer Validation

Customer Discovery

Value Proposition

COMMENTS

Refresh