

Lean Canvas Template



Lean Canvas – Project _____

Designed for:

Designed by:

Date:

Version:

Problem

Top 3 problems

Solution

Top 3 features

Unique Value Proposition

Why you are different & worth buying

Unfair Advantage

What can't be easily copied or bought

Transition Partners

Identified end users

Existing Alternatives

List how these problems are solved today.

Key Metrics

Key activities you measure

High-Level Concept

List your X for Y analogy (e.g. YouTube = Flickr for videos)

Adoption Channels

Path to end users

Early Adopters

List the MVP users

Cost Structure

List your fixed and variable costs
Customer acquisition costs
Costs for people: training, etc.

Measurable Mission Impact

Cost savings
Manpower savings
Effect on Mission

