

Lean Canvas

Your one-page business plan. Fill in pencil. Test the boxes that scare you. Update weekly.

<p>PROBLEM 2</p> <p>List your top 3 problems. What does customer currently do to solve them?</p>	<p>SOLUTION 4</p> <p>Top 3 features. One per problem. Resist writing 10.</p>	<p>UNIQUE VALUE PROPOSITION 3</p> <p>Single, clear, compelling message. Why you are different and worth attention.</p>	<p>UNFAIR ADVANTAGE 9</p> <p>Cannot be easily copied or bought. If none yet, write 'none yet'.</p>	<p>CUSTOMER SEGMENTS 1</p> <p>Target customers. Name the early adopter slice you reach first.</p>
	<p>KEY METRICS 8</p> <p>1-3 numbers that prove your hypothesis right or wrong.</p>		<p>CHANNELS 5</p> <p>Path to customers. Be specific. 'Cold email 50 prospects' beats 'social media'.</p>	
<p>COST STRUCTURE</p> <p>Customer acquisition costs, distribution, hosting, salaries. Total monthly burn at bottom.</p>		<p>REVENUE STREAMS 6</p> <p>Revenue model, lifecycle value, revenue, gross margin. Pick a real number, not 'TBD'.</p>		

Numbers show the strategic fill order (start with Customer Segments, not Problem). The visual layout is Ash Maurya's original.

Full guide: groundworkblog.com/articles/lean-canvas-template

