

# Lean Canvas Template

## What is a Lean Canvas?

A Lean Canvas is a one-page business plan that helps you quickly map out your innovation. It highlights the key elements like the problem you are solving, your solution, who will use it, and how it will succeed. This tool is designed to help you think clearly and focus on the most important parts of your idea.

Here are some tips to consider as you develop your Lean Canvas:



### Start with the Problem

Clearly define the specific problem or need your innovation solves. This sets the foundation for everything else.



### Know Your Customer

Identify who will use your solution, what they truly need, and who your early adopters will be.



### Understand the Market

Research existing solutions to highlight what makes your idea different and better.



### Be Clear and Measurable

Use simple language and include numbers (like costs, goals, or user metrics) to show you understand how to measure success.



### Keep It Realistic

Be honest about the costs, revenue potential, and how you'll fund and grow your idea over time.



### Refine and Collaborate

Treat the Lean Canvas as a living document. Share it, get feedback, and update it as you learn more.

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<b>1. Problem</b> What is the customer need the innovation will address? Is there a social or environmental challenge your team aims to solve? <i>Limit: 40 words</i>	
<b>2. Existing Alternatives</b> How is this problem solved today? Think about other products or solutions already in the market. <i>Limit: 40 words</i>	
<b>3. Solution</b> What are the key features of your innovation? <i>Limit: 40 words</i>	
<b>4. Key Metrics</b> What are the most important numbers to measure your innovation's success? <i>Limit: 40 words</i>	

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<b>5. Unique Value Proposition</b> What makes your innovation different from others? <i>Limit: 40 words</i>	
<b>6. High Level Concept</b> Give your innovation a short tagline or slogan. <i>Limit: 10 words or less</i>	
<b>7. Sustainable Advantage</b> Why will it be hard for others to copy your innovation? <i>Limit: 40 words</i>	
<b>8. Channels</b> How will your innovation reach customers? How will it be sold or delivered? <i>Limit: 40 words</i>	

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<p><b>9. Customer Segments</b> Who will use or benefit from your innovation? Describe your target audience. <i>Limit: 40 words</i></p>	
<p><b>10. Early Adopters</b> Who are the very first people likely to try your innovation? Describe them. <i>Limit: 40 words</i></p>	
<p><b>11. Cost Structure</b> What are the biggest costs for your innovation? <i>Limit: 40 words</i></p>	
<p><b>12. Revenue Streams</b> How will your innovation make money to keep going? <i>Limit: 40 words</i></p>	