

The Lean Canvas Model

Company Name:

Date:

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| <div> Problem</div> <div> Existing Alternatives</div> | <div><div> Solution</div><div> Key Metrics</div></div> | <div><div> Unique Value Proposition</div><div> High-Level Concept</div></div> | <div><div> Sustainable Advantage</div><div> Channels</div></div> | <div><div> Customer Segments</div><div> Early Adopters</div></div> |
| <div> Cost Structure</div> | | | <div><div> Revenue Streams</div></div> | |