

# THE LEAN BUSINESS CANVAS

A tool to help plan your business around the value you intend to create with your offering.

.....

<p><b>1: PROBLEM TO SOLVE</b> .....</p> <p>This is the source of value. The top 1, 2 or 3 problems felt by customers.</p>	<p><b>4: SOLUTION PROMISE</b> .....</p> <p>Top 1, 2 or 3 features that will solve the customer's problem.</p>	<p><b>3: UNIQUE VALUE PROPOSITION</b> .....</p> <p>Single, clear compelling message that explains why you are unique, different and worth buying to experience value.</p>	<p><b>9: UNFAIR ADVANTAGE</b> .....</p> <p>Cannot be easily copied or bought.</p>	<p><b>2: CUSTOMER TARGETS</b> .....</p> <p>Tightly defined target customers. Who are you creating value for?</p>
<p><b>7: COST STRUCTURE</b> .....</p> <p>Customer Acquisition Costs, Distribution costs, Hosting, technology, People, Office, etc .</p>	<p><b>8: KEY METRICS</b> .....</p> <p>Key activities you measure.</p>		<p><b>5: CHANNELS</b> .....</p> <p>Routes to reach customers.</p>	
			<p><b>6: REVENUE STREAMS</b> .....</p> <p>Revenue model, Lifetime value, Revenue, Gross margin.</p>	