P03. The Lean Canvas (1 of 2)

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Lean Startup Meta Process

1. Document your Plan A

2. Identify the **riskiest** part of the plan

3. Systematically **test** your plan
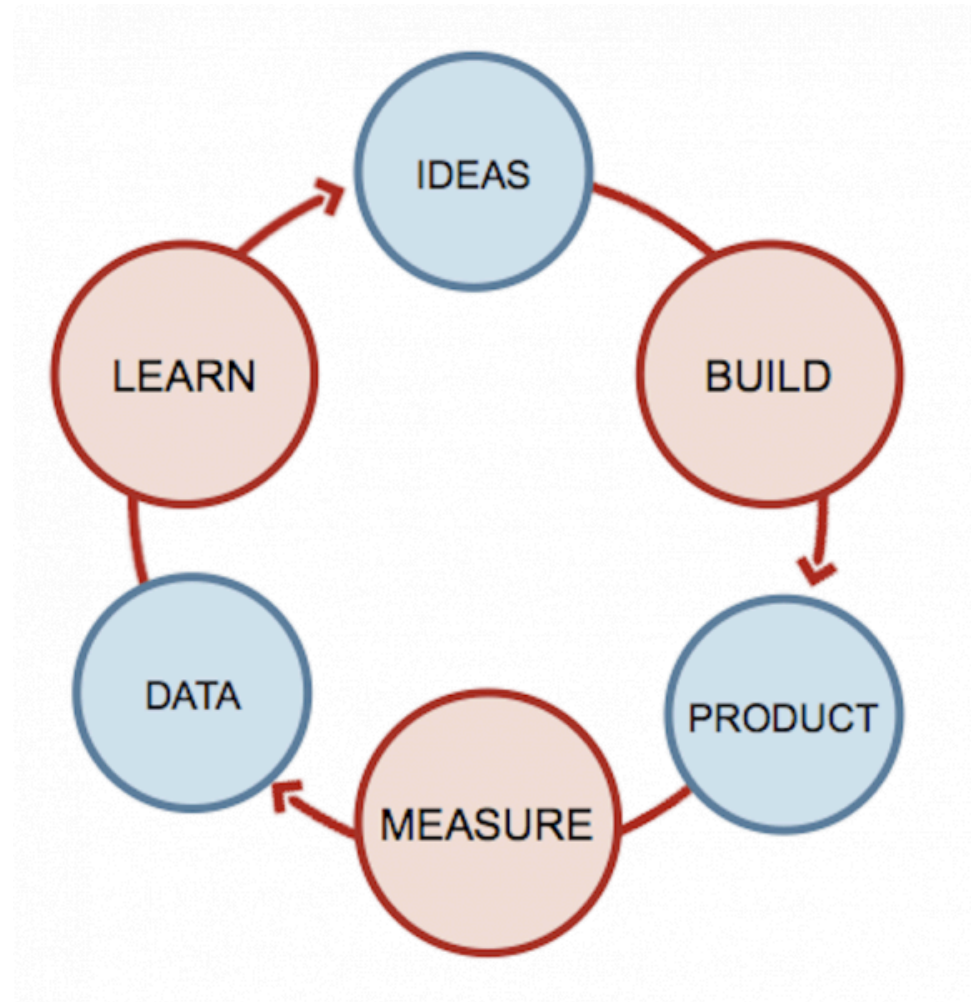
The Lean Canvas

An one-page business plan template created by Ash Maurya that helps you deconstruct your idea into it's key assumptions.

https://leanstack.com/

PROBLEM

List your top 1-3 problems.

EXISTING ALTERNATIVES

List how these problems are solved today.

SOLUTION

Outline a possible solution for each problem.

KEY METRICS

List the key numbers that tell you how your business is doing.

UNIQUE VALUE PROPOSITION

Single, clear, compelling message that states why you are different and worth paying attention.

HIGH-LEVEL CONCEPT

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

UNFAIR ADVANTAGE

Something that cannot easily be bought or copied.

CHANNELS

List your path to customers (inbound or outbound).

CUSTOMER SEGMENTS

List your target customers and users.

EARLY ADOPTERS

List the characteristics of your ideal customers.

COST STRUCTURE

List your fixed and variable costs.

REVENUE STREAMS

List your sources of revenue.

Start with Problem & Customer

Underline the main **assumptions / hypotheses** to be checked.

The Problem

- Is there more than one problem?

- Match a problem statement for each segment

- Outline existing alternatives

The Customer Segments

- Are there several segments

- Review segments - customers & users

- Early adopters

See also: https://leantime.io/understanding-customer-segments-in-the-lean-canvas-template/

Tools

- Canvas @Lean Stack: https://leanstack.com/lean-canvas

- CNVS https://cnvs.online/

- Canvanizer: https://canvanizer.com/

- **Also the canvas template from Google Drive** (https://docs.google.com/drawings/d/1AgqnIxZVPYckkXckXfOvG-BuaNCf4ouq3OmsTLCGSUw/edit) works really well.

Links

- Lean Canvas Examples of Multi-Billion Startups. https://railsware.com/blog/5-lean-canvas-examples/

- Lean Canvas - Why It's The Best Tool For Startups. https://www.uptech.team/blog/lean-canvas

- Lean Canvas Examples: https://railsware.com/blog/5-lean-canvas-examples/

- Lean Canvas Examples: Create Your Lean Hypotheses in [30 Mins Flat]. https://buildsuccessfulstartups.com/lean-canvas-examples/ Understand Lean Model Canvas with 10 Examples. https://boardmix.com/examples/lean-canvas-example/

Links

- Step-by-step guide for designing Lean Experiments. https://www.pesec.no/step-by-step-guide-for-designing-lean-experiments/
- Lean Experimentation: Step-By-Step Guide for Product Teams. https://userpilot.com/blog/lean-experimentation/

Thank you!