

ITI8740/ITX8522: Software Development Team Project. 2025

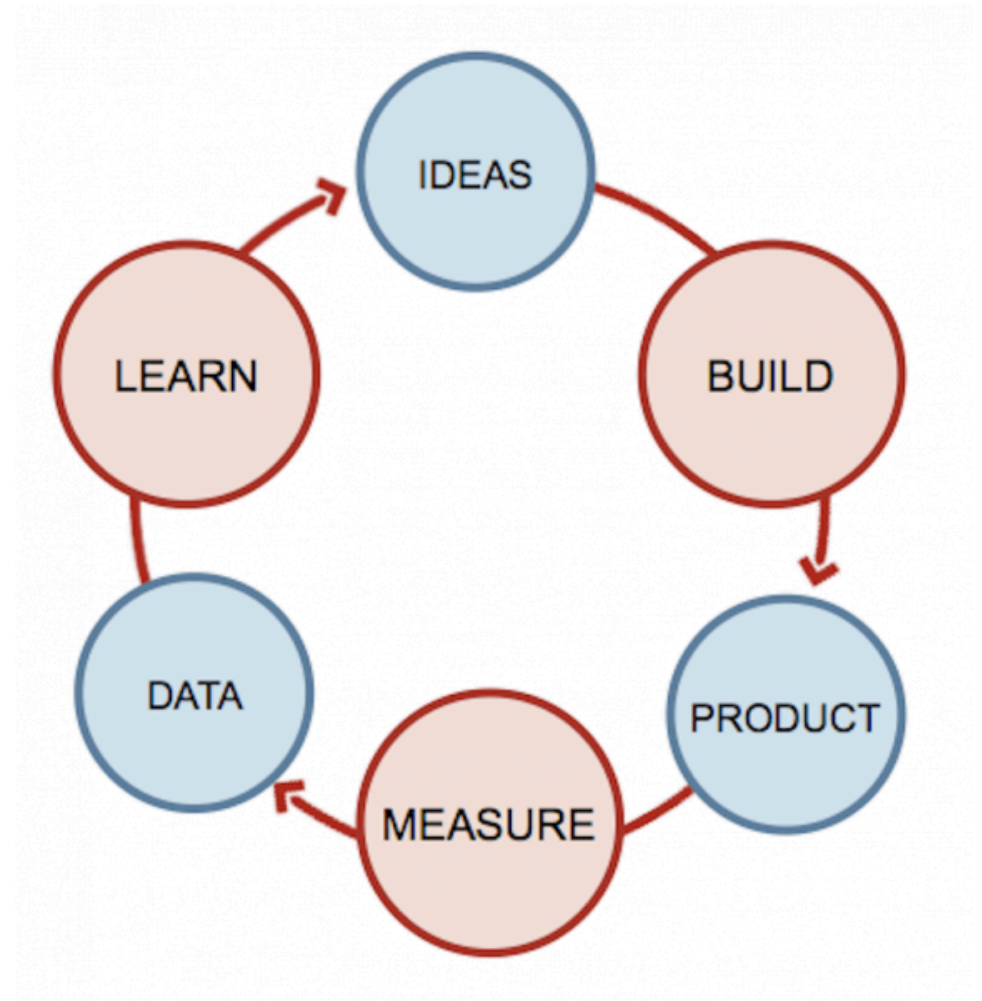
P03. The Lean Canvas (2 of 2)

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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



We had covered Problem and Customer Segment

(see previous slides)

<div><div>PROBLEM</div><div>List your top 1-3 problems.</div></div>	<div><div>SOLUTION</div><div>Outline a possible solution for each problem.</div></div>	<div><div>UNIQUE VALUE PROPOSITION</div><div>Single, clear, compelling message that states why you are different and worth paying attention.</div></div>	<div><div>UNFAIR ADVANTAGE</div><div>Something that cannot easily be bought or copied.</div></div>	<div><div>CUSTOMER SEGMENTS</div><div>List your target customers and users.</div></div>
<div><div>EXISTING ALTERNATIVES</div><div>List how these problems are solved today.</div></div>	<div><div>KEY METRICS</div><div>List the key numbers that tell you how your business is doing.</div></div>		<div><div>CHANNELS</div><div>List your path to customers (inbound or outbound).</div></div>	<div><div>EARLY ADOPTERS</div><div>List the characteristics of your ideal customers.</div></div>
<div><div>COST STRUCTURE</div><div>List your fixed and variable costs.</div></div>		<div><div>REVENUE STREAMS</div><div>List your sources of revenue.</div></div>		

Unique Value Proposition

- What is the value you deliver?
- Primary reason, why the customer should buy from you.
- Why they should spend time with your solution?
- A Single message

What are your main **assumptions / hypotheses** to be checked

PROBLEM

List your top 1-3 problems.

SOLUTION

Outline a possible solution for each problem.

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CUSTOMER SEGMENTS

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EXISTING ALTERNATIVES

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HIGH-LEVEL CONCEPT

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

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Solution

- Top 3 features / Minimum Viable Product scope (absolute minimum functional prototype to test the market).
- Does your solution deliver on the value proposition?
- Main dependencies to deliver the solution? For example: who are your key partners?

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Channels

- What are ways for you to reach your customers?
- How do you access the market?
- What's the market you can actually reach?
- Based on that - is the problem worth solving?

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Revenue Streams

- What is your revenue stream composed of?
- First guess on how many customers you'll serve after 12 months on the market.
- Monthly income

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Cost Structure (& ROI)

- Initial investment to get to the market (capital investment)?
- Operational costs to stay on the market (monthly burn rate)?
- Rough - Return On Investment calculation. When will you be break even?

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Key Metrics & Activities

- What are the key indicators to say - are you doing good or not so good? How well are you performing?
- What are the things **you have to do** to get the metrics up and where they need to be?

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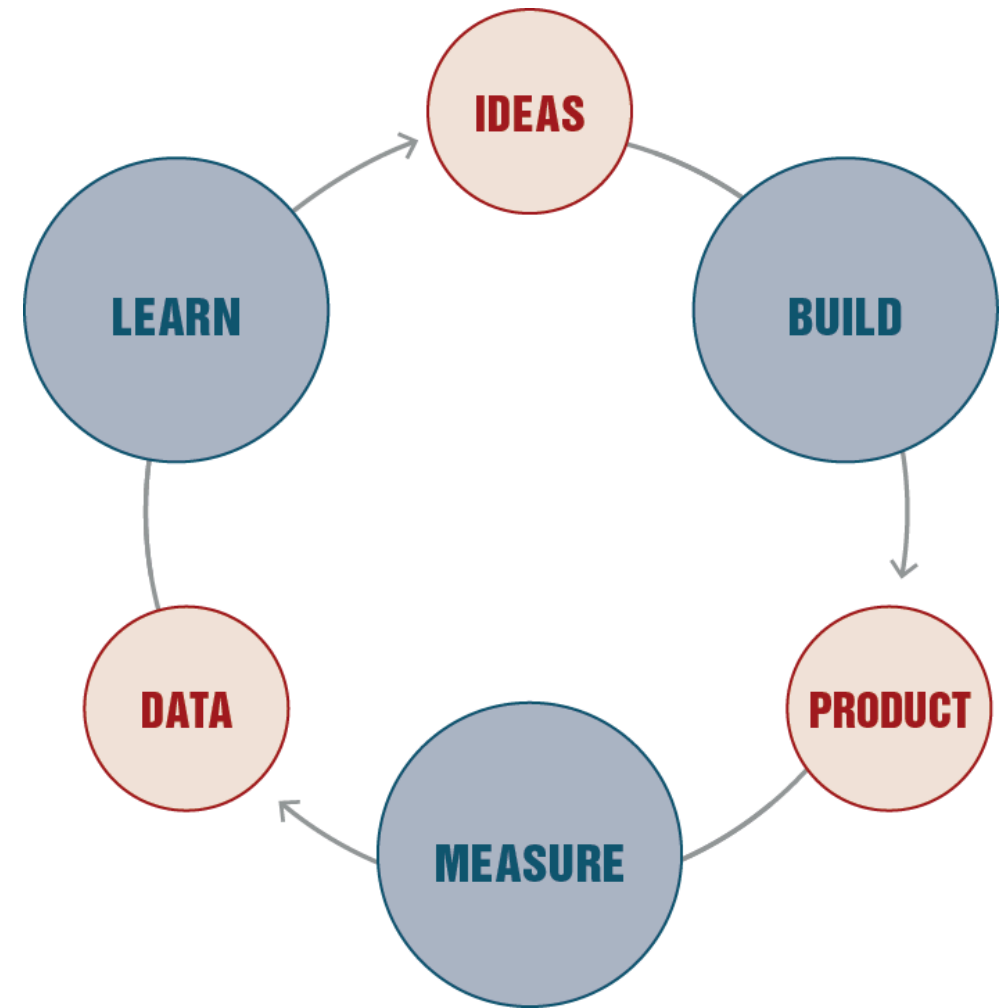
Unfair Advantage

- It is something that is hard to copy or hard to buy.
Examples: dream team, existing customers over other startups, lightning speed of execution, hard to copy technology / IP protected technology, etc.
- This is actually the hardest question to figure out :D

Well done!

We have done a lot

1. Document your Plan A
2. Identify the __riskiest__ part of the plan
3. Now we need to test our plan



Tools

- Canvas @Lean Stack: <https://leanstack.com/lean-canvas>
- CNVS <https://cnvs.online/>
- Canvanizer: <https://canvanizer.com/>
- Also the canvas templates from Google Drive (just Google) work really well.

References

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Thank you!