

# Lean Canvas

Project Name

Date:

Name of Team Leader:

## Problem

Top 3 problems

## Solution

Top 3 features

## Unique Value Proposition

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

## Unfair Advantage

Can't be easily copied or bought

## Customer Segments

Target customers

## Key Metrics

Key activities you measure

## Channels

Path to customers

## Cost Structure

Customer Acquisition costs  
Distribution costs  
Hosting  
People, etc.

## Revenue Streams

Revenue Model

PRODUCT

MARKET