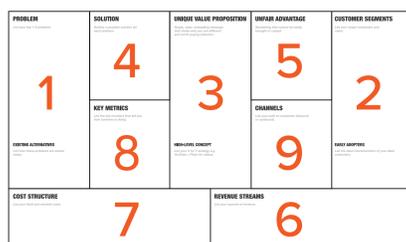
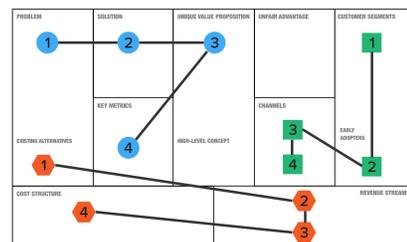


<p>PROBLEM</p> <p><i>List your top 1-3 problems</i></p>	<p>SOLUTION</p> <p><i>Outline a possible solution for each problem</i></p>	<p>UNIQUE VALUE PROPOSITION</p> <p><i>Single, clear, compelling message that states why you are different and worth paying attention.</i></p>	<p>UNFAIR ADVANTAGE</p> <p>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

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CANVAS FILL ORDER



RISK ITERATION PATH

- PRODUCT RISK
- CUSTOMER RISK
- MARKET RISK

Lean Canvas

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