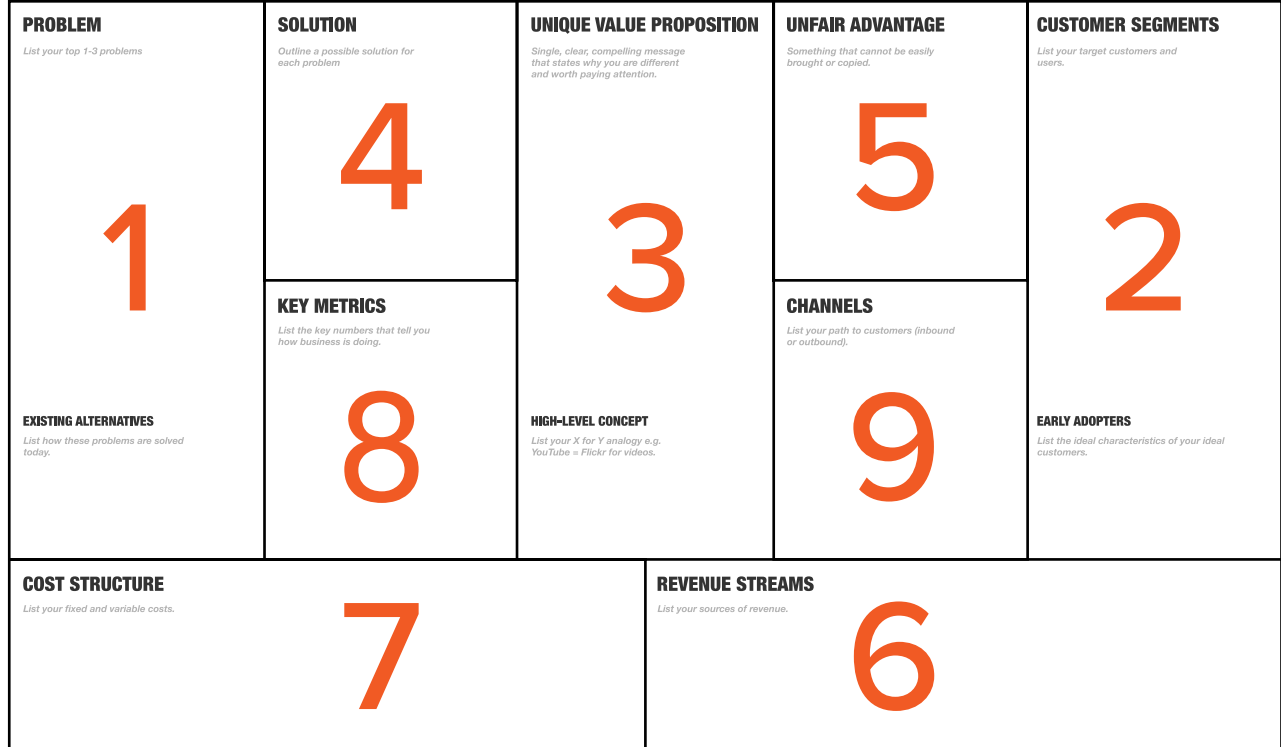
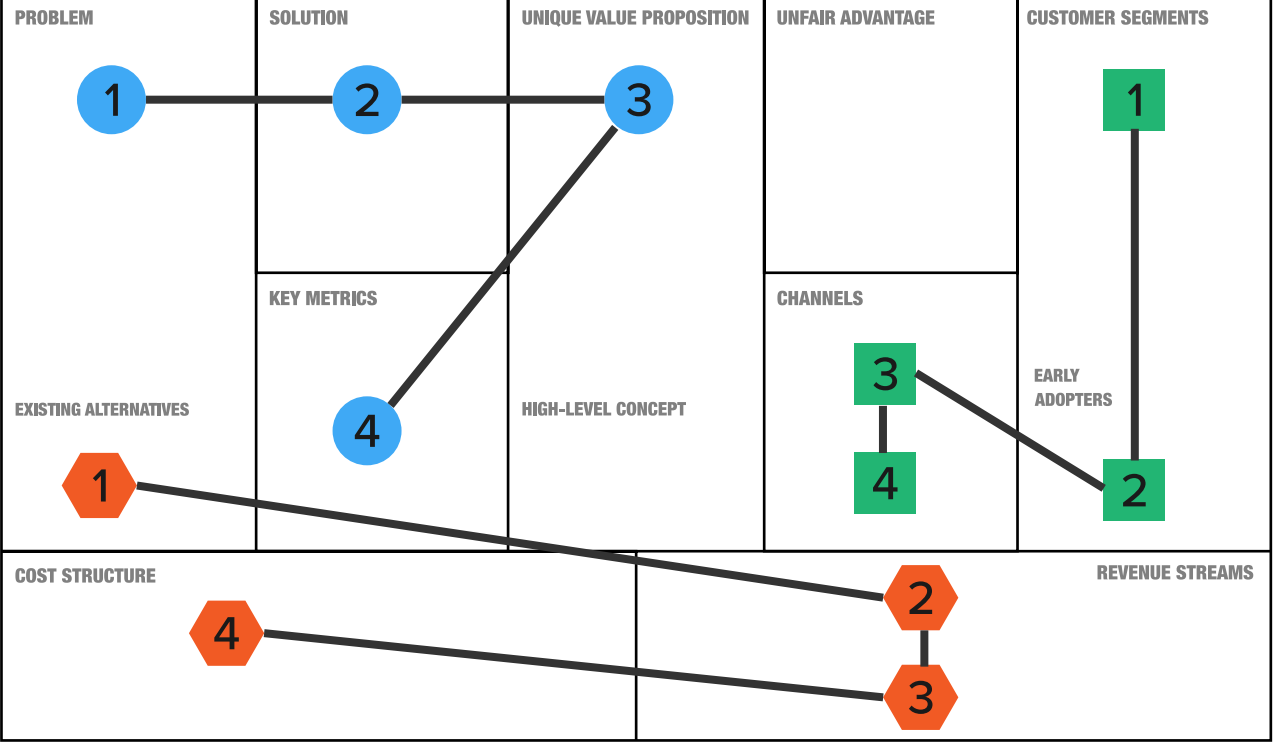


<div>PROBLEM</div> <div>List your top 1-3 problems</div>	<div>SOLUTION</div> <div>Outline a possible solution for each problem</div>	<div>UNIQUE VALUE PROPOSITION</div> <div>Single, clear, compelling message that states why you are different and worth paying attention.</div>	<div>UNFAIR ADVANTAGE</div>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

<div>COST STRUCTURE</div> <div>List your fixed and variable costs.</div>	<div>REVENUE STREAMS</div> <div>List your sources of revenue.</div>
--	---



CANVAS FILL ORDER



RISK ITERATION PATH

- PRODUCT RISK
- CUSTOMER RISK
- ⬡ MARKET RISK

# Lean Canvas

Created by Gary Fox [www.garyfox.co](http://www.garyfox.co)

## INNOVATION WORKSHOPS AND TRAINING

Book a growth workshop now and start to accelerate your growth. Learn how to design your growth strategy and improve your marketing results.

Email: [gary@garyfox.co.uk](mailto:gary@garyfox.co.uk)