



Assignment

www.womenconnect.org

Fill your own lean canvas

<p>PROBLEM</p> <p>List your customers top 3 problems</p>	<p>SOLUTION</p> <p>Outline possible solution for each problem</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>Single, clear, compelling that turns an unaware visitor into an interested prospect</p>	<p>UNFAIR ADVANTAGE</p> <p>Something that can't be easily copied or bought</p>	<p>CUSTOMER SEGMENTS</p> <p>List your target customers and users</p>
<p>EXISTING ALTERNATIVES</p> <p>List how these problems are solved today</p>	<p>KEY METRICS</p> <p>List key numbers telling how your business is doing today</p>	<p>HIGH LEVEL CONCEPT</p> <p>List your X for Y analogy (e.g. YouTube = Flickr for videos)</p>	<p>CHANNELS</p> <p>List your path to customers</p>	<p>EARLY ADOPTERS</p> <p>List characteristics of your ideal customer</p>
<p>COST STRUCTURE</p> <p>List your fixed and variable costs</p>		<p>REVENUE STREAMS</p> <p>List your sources of revenue</p>		

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Stakeholder Map

