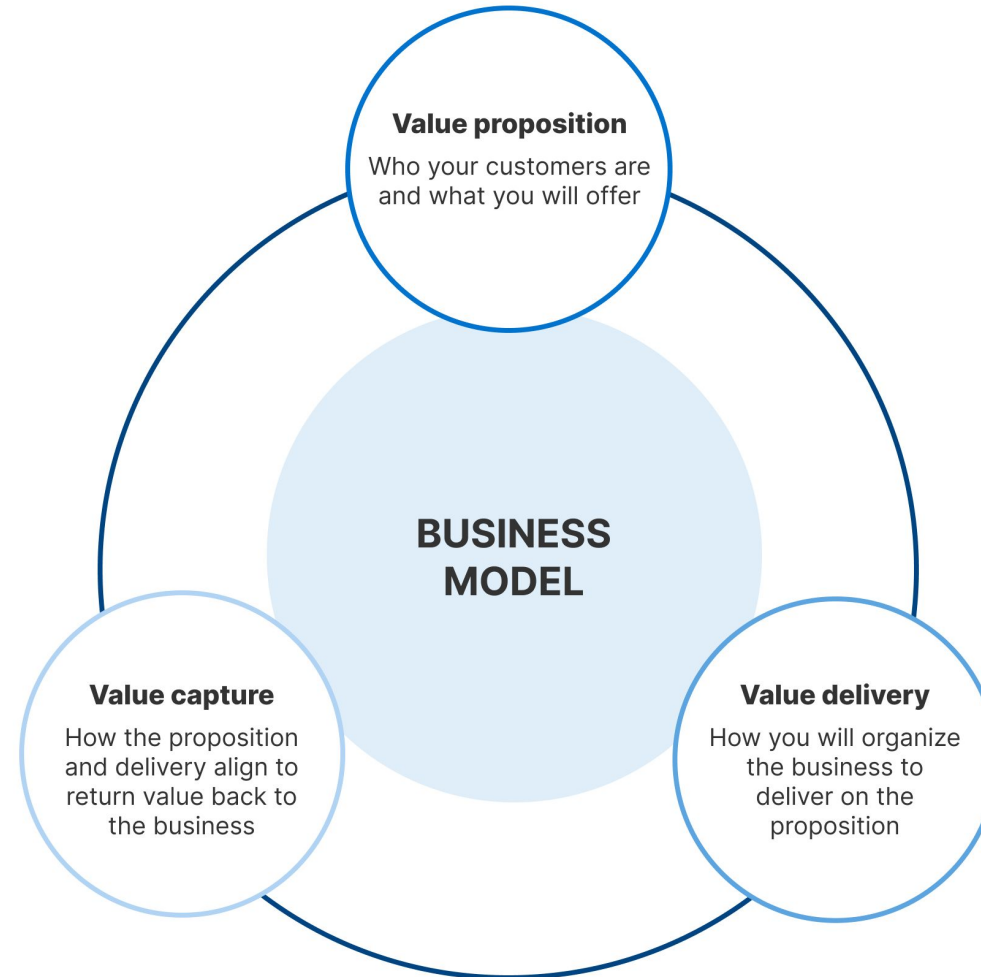


Understanding your business with the Lean Canvas



What Does my Business Model Look Like Overall?



The Lean Canvas: What Can It Do?

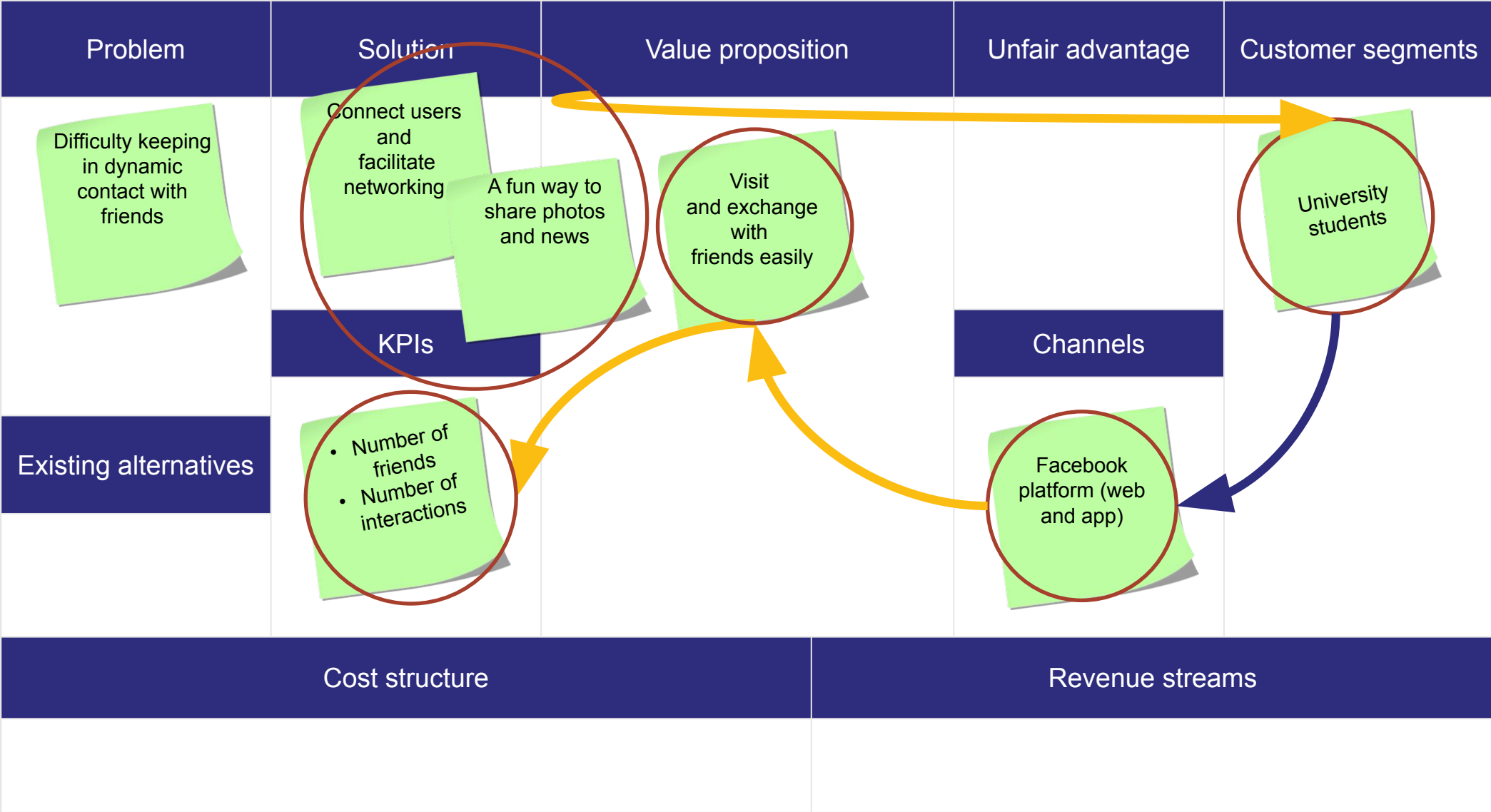
- Summarize a business model in an easy-to-read diagram that fits on one page
- Identify unknowns and the actions required to validate them
- Summarize the opportunities and risks associated with a project

<p>PROBLEM</p> <p>List your customers top 3 problems</p> <p style="text-align: center; font-size: 2em; color: red;">2</p>	<p>SOLUTION</p> <p>Outline possible solution for each problem</p> <p style="text-align: center; font-size: 2em; color: red;">4</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>Single, clear, compelling that turns an unaware visitor into an interested prospect</p> <p style="text-align: center; font-size: 2em; color: red;">3</p>	<p>UNFAIR ADVANTAGE</p> <p>Something that can't be easily copied or bought</p> <p style="text-align: center; font-size: 2em; color: red;">9</p>	<p>CUSTOMER SEGMENTS</p> <p>List your target customers and users</p> <p style="text-align: center; font-size: 2em; color: red;">1</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 style="text-align: center; font-size: 2em; color: red;">8</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 style="text-align: center; font-size: 2em; color: red;">5</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 style="text-align: center; font-size: 2em; color: red;">7</p>		<p>REVENUE STREAMS</p> <p>List your sources of revenue</p> <p style="text-align: center; font-size: 2em; color: red;">6</p>		

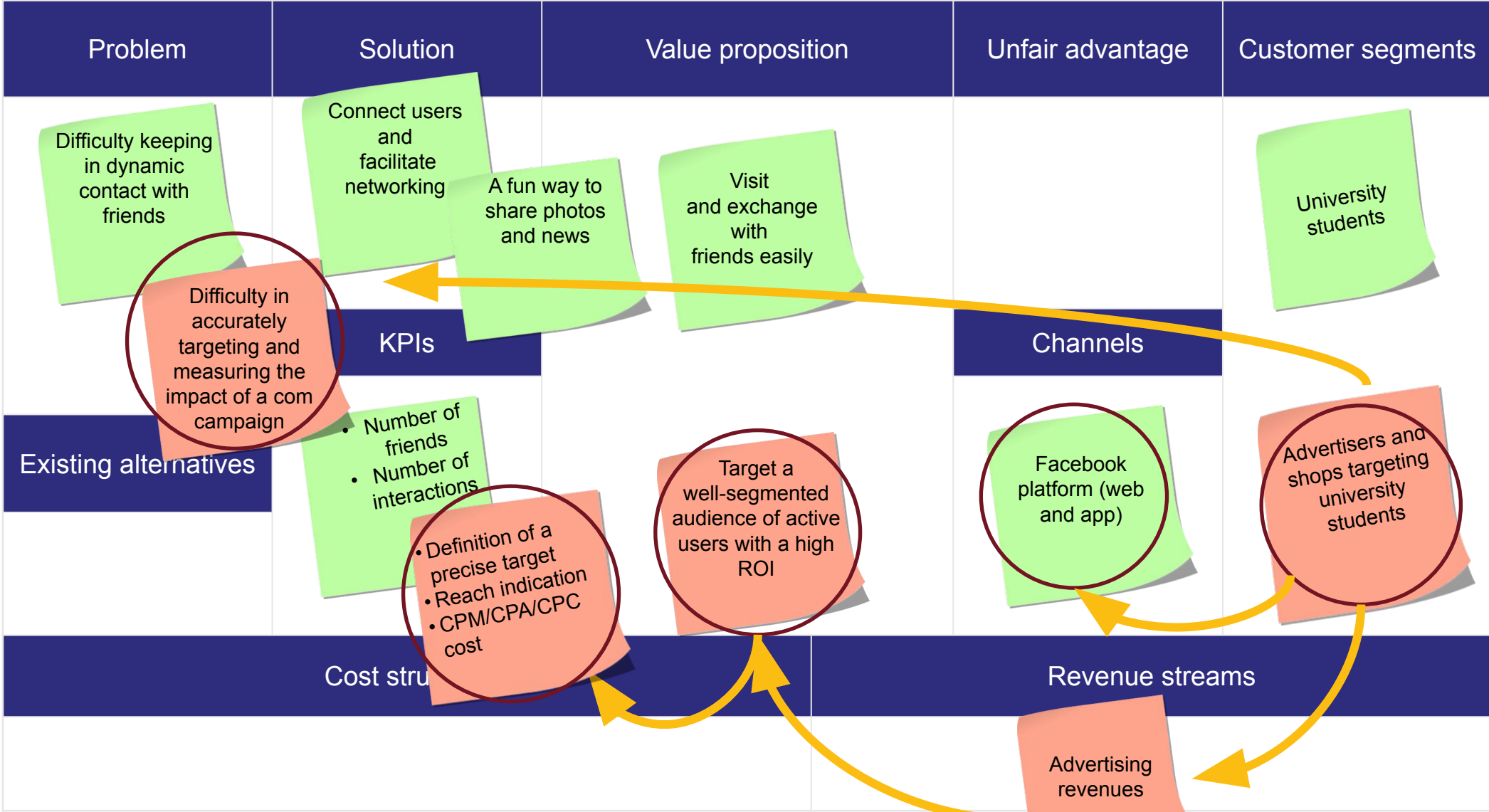
Use Case - Facebook

Problem	Solution	Value proposition	Unfair advantage	Customer segments
<p data-bbox="282 396 575 675">Difficulty keeping in dynamic contact with friends</p>	<p data-bbox="652 354 912 632">Connect users and facilitate networking</p> <p data-bbox="881 472 1141 725">A fun way to share photos and news</p>			
	<p data-bbox="614 679 986 775">KPIs</p>		<p data-bbox="1567 679 1939 775">Channels</p>	
<p data-bbox="239 828 608 963">Existing alternatives</p>				
<p data-bbox="234 1136 1363 1248">Cost structure</p>			<p data-bbox="1363 1136 2313 1248">Revenue streams</p>	

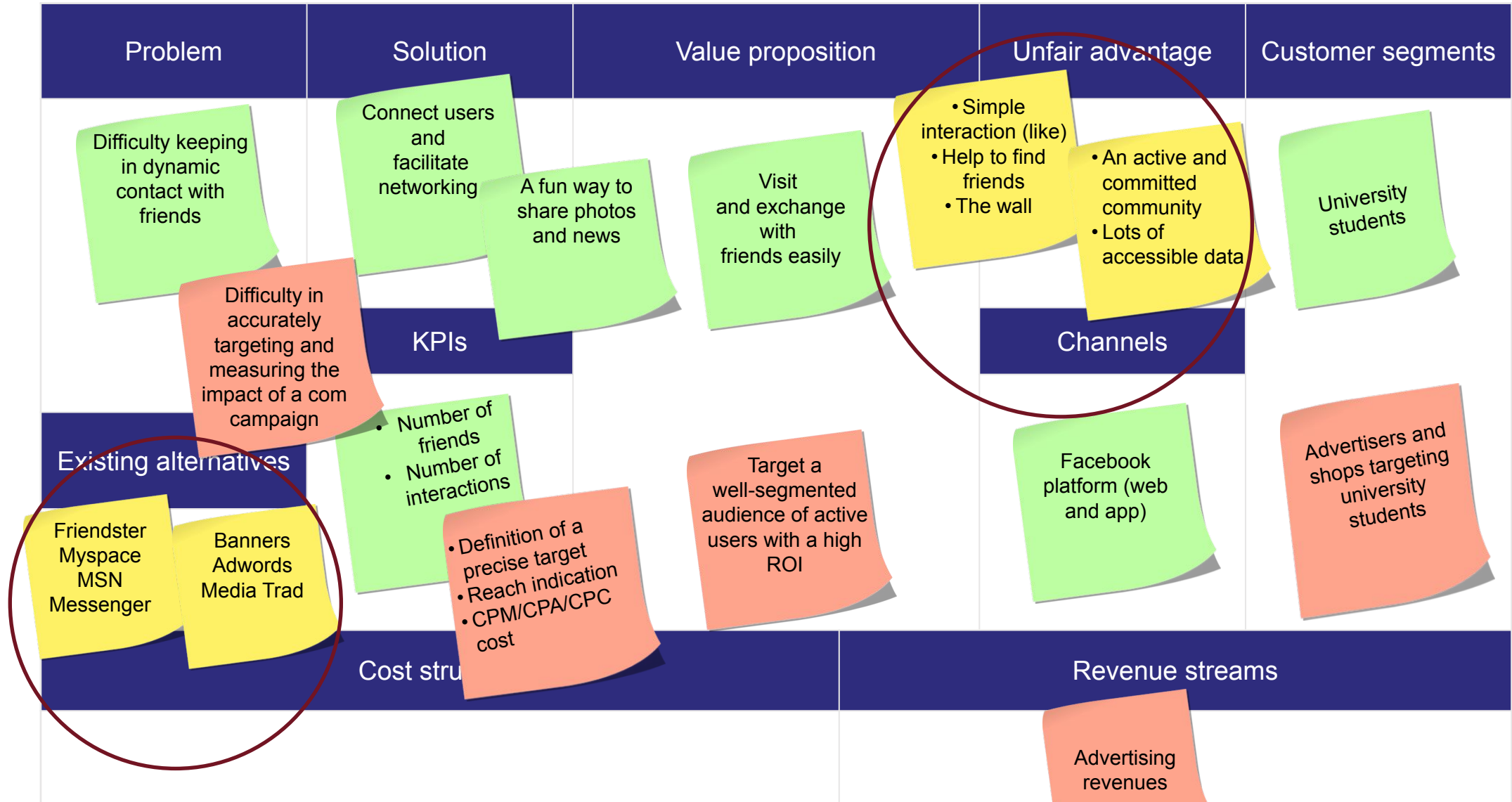
Use Case - Facebook



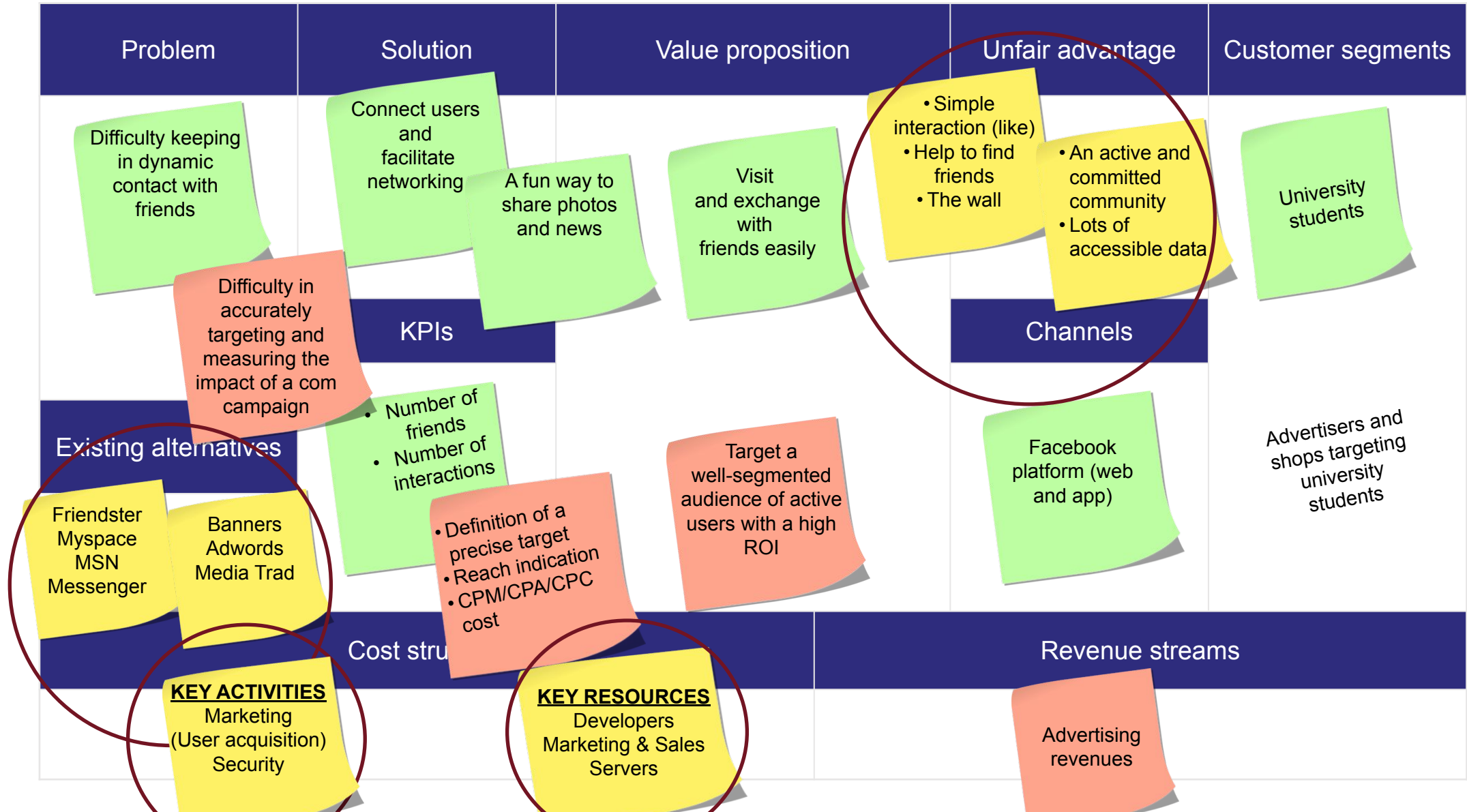
Use Case - Facebook



Use Case - Facebook



Use Case - Facebook



In Summary:

Using the Lean Canvas can:

- Help you articulate your business ideas
- Provide a basis for your discussions
- Help you to be more concise

What it won't do:

- Contain all information
- Perform an analysis
- Develop strategies
- Conduct research
- Confirm hypotheses
- Ignore bad ideas
- Generate new ideas
- Create code, an application, a product, a service or a company
- Manage stakeholders
- Apply discipline
- ...

You still need to take action