

# THE LEAN BUSINESS CANVAS

A tool to help plan your business around the value you intend to create with your offering.

<p><b>1: PROBLEM TO SOLVE</b> .....</p> <p>Top 1, 2 or 3 problems.</p>	<p><b>4: SOLUTION PROMISE</b> .....</p> <p>Top 1, 2 or 3 features that will solve those problems.</p>	<p><b>3: UNIQUE VALUE PROPOSITION</b> .....</p> <p>Single, clear compelling message that explains why you are unique, different and worth buying to experience value.</p>	<p><b>9: UNFAIR ADVANTAGE</b> .....</p> <p>Cannot be easily copied or bought.</p>	<p><b>2: CUSTOMER TARGETS</b> .....</p> <p>Tightly defined target customers. Who are you creating value for?</p>
<p><b>7: COST STRUCTURE</b> .....</p> <p>Customer Acquisition Costs, Distribution Costs, Hosting, Technology, People, Office, etc .</p>		<p><b>6: REVENUE STREAMS</b> .....</p> <p>Revenue model, Lifetime value, Revenue, Gross margin.</p>		

**BOXES 1 & 2** are the problem you are solving (which is another way of saying the value you are intending to create for customers - the value that is currently denied to them) and the customers who want it solved.

**BOXES 3 & 4** list the attributes and features of the solution you are offering – unique, different and worth paying for - and the value proposition message.

**BOX 5** is where you describe how you are going to reach the customers. Is this a direct-to-consumer offering over the internet like amazon.com? Or is it a brick and mortar store solution? Or some combination?

**BOXES 6 & 7** become the basis for the calculation of the revenue model and the cost model and your Profit & Loss model.

**BOX 8** helps you determine what metrics you'll need to monitor for business health and what data you'll need to collect to feed those metrics.

**BOX 9** helps you think about the ways to maintain your advantage and position in your market.