

# Lean Canvas

Project Name

01-Jan-2014

Iteration #x

<b>Problem</b> Top 3 problems	<b>Solution</b> Top 3 features	<b>Unique Value Proposition</b> Single, clear, compelling message that states why you are different and worth paying attention	<b>Unfair Advantage</b> Can't be easily copied or bought	<b>Customer Segments</b> Target customers
	<b>Key Metrics</b> Key activities you measure		<b>Channels</b> Path to customers	
<b>Cost Structure</b> Customer Acquisition costs Distribution costs Hosting People, etc.			<b>Revenue Streams</b> Revenue Model Life Time Value Revenue Gross Margin	

PRODUCT

MARKET