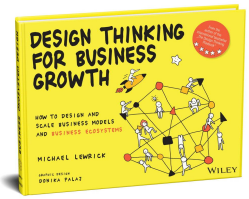
Project:
Team:
Version & Date:

LEAN CANVAS



Lewrick, M.
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Quick guide: The *Lean Canvas* helps to structure and visualize the innovation project. The fully completed Lean Canvas documents the final *Problem/Solution Fit*. The results of the Design Thinking iterations can be summarized with the Lean Canvas. The canvas also helps to find out which assumptions have not yet been tested.

More tips & tricks for this template on book page: 202

WHO *(CUSTOMER)* **WANTS** *(PRODUCT, SERVICE,... WHAT)* **FOR** *(SATISFACTION OF NEEDS)* **BECAUSE** *(MOTIVATION)*

PROBLEM
1

EXISTING ALTERNATIVES
5

SOLUTION
4

KEY METRICS
Which measurable figures show whether the solution works?

UNIQUE VALUE PROPOSITION
3

HIGH LEVEL CONCEPT

UNFAIR ADVANTAGE
Something that makes it difficult for the others to copy the solution.

CHANNELS

CUSTOMER SEGMENTS
2

EARLY ADAPTORS

COST STRUCTURE

REVENUE STREAMS

According to: Ash Maurya, Running Lean 2013

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