



The Lean Canvas Business Model - focuses on problems, solutions, key metrics and competitive advantages.

According to the Lean Startup method, "build, measure, learn" is at the heart entrepreneurship.

Activity: The entrepreneurs have to will fill in the nine building blocks of the template of the Lean Canvas Business Model by answering to the following questions:

How is the firm doing?

1. State the problem
2. Propose a solution
3. Monitor the key metrics

How is the business different and offers a unique value?

4. Pinpoint the unique value proposition
5. Underline the unfair advantage





How is the relationship, between company and customers, structured?

6. Recognize the customer segment
7. Identify the corresponding channels

How are the financial aspects monitored?

8. Create a cost structure
9. Generate revenue streams



 Problem <i>List your top 1-3 problems.</i>	 Solution <i>Outline a possible solution for each problem</i>	 Unique Value Propositions <i>Single, clear, compelling message that states why you are different and worth paying attention.</i>	 Unfair Advantage <i>Something that cannot easily be bought or copied.</i>	 Customer Segments <i>List your target customers and users.</i>
<i>Existing Alternatives</i> <i>List how these problems are solved today.</i>	 Key Metrics <i>List the numbers that tell you how your business is doing</i>	<i>High-Level Concept</i> <i>List your X for Y analogy e.g. Youtube = Flickr for videos.</i>	 Channels <i>List your path to customers (inbound or outbound).</i>	<i>Early Adopters</i> <i>List the characteristics of your ideal customers.</i>
 Cost Structure <i>List your fixed and valuable costs.</i>		 Revenue Streams <i>List your sources of revenue.</i>		