Lean Canvas

**Business Name:**

**UNIQUE VALUE**

**COMMUNICATION**

**WHO NEEDS THIS?**

**KPI/MEASUREMENTS**

**WHAT IMPROVEMENT**

(What customer base is this thing going to serve? List demographics, behaviors, and interests)

(A short, clear and compelling reason why your offering is different and worth paying for)

(What out there needs to be improved, made better, or have a new thing created?)

(List the ways your company wants to connect with the customer)

(List what you will track to measure success. Sales/units/users)

**CHANNELS OF SALE**

**COMPETITORS**

(List the free and paid channels you can use to reach your customer)

(List the closest competitors that do something similar)

**REVENUE STREAMS**

**COST STRUCTURE**

(List the current streams of sales that generate revenue)

(List your fixed and variables costs to run your organization)