



The Lean Canvas Template

Create a faster and more effective business plan with this lean canvas template.

Hi There!

Thanks for downloading this template.



You Can Edit This Version To Fit Your Needs.

What is a Lean Canvas?

The Lean Canvas is a version of the Business Model Canvas and it is specially designed for Start-ups and Entrepreneurs. The Lean Canvas focuses on addressing broad customer problems, solutions, key metrics, competitive advantages and delivering them to customer segments through a unique value proposition.

It is also called a one-page business plan template. It was adapted from Alex Osterwalder's Business Model Canvas by Ash Maurya and optimized for the Lean Start-up methodology with an emphasis on finding customer problems worth solving — specifically by building a solid foundation on the customer, problem, and solution assumptions before anything else. Lean Canvas promises an actionable and entrepreneur-focused business plan. It focuses on problems, solutions, key metrics, and competitive advantages.

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Lean Canvas

Designed for:

Designed by:

Date:

Version:

Problem

List your top 1 to 3 problems

Solution

Outline a possible solution for each problems

Unique Value Proposition

Single, clear and compelling message that states why you are different and paying attention.

Unfair Advantage

Something that can't be easily bought or copied

Customer Segments

List your target customers & users

Existing Alternatives

List how these problems are solved today.

Key Metrics

List the key numbers that tell you how your business is doing

High-Level Concept

List your X for Y analogy
(e.g. YouTube = Flickr for videos)

Channels

List to path to customers (Inbound or outbound)

Early Adopters

List the characteristics of your ideal customers

Cost Structure

List your fixed and variable costs.

- Customer acquisition costs
- Distribution costs
- Hosting
- People
- Etc.

Revenue Structure

List your sources of revenue.

- Revenue Model
- Life Time Value
- Revenue
- Gross Margin