Lean Canvas

Problem	Solution	Unique value proposition	Unfair advantage	Customer segments
Describe 1-3 great problems of your customer	Describe the solution for every problem	A simple clear message that explains why your solution is different and worth attention	Something that makes it difficult for others to copy the solution	Enlist your target and user groups
	Key metrics		**Channels**	
	Which measurable figures show whether the solution works?		How you reach your customers	
Existing alternatives How were these problems solved in the past?		**Short concept** The X for Y analogy Youtube = Flickr for Videos		**Early Adopter** Describe the qualities of your ideal customer

Costs	Income
Enlist your fixed and variable costs	Enlist the sources of income

Lean Canvas: Individual Presentation in the style of Ash Maurya