# Lean Business Model Canvas

**Problem**
Top 3 problems  
Link to assignment(s)

**Solution**
Top 3 problems  
Link to assignment(s)

**Unique Value Proposition**
Single, clean, compelling message that states why you are different and worth buying  
Link to assignment(s)

**Unfair Advantage**
Can't be easily copied or bought  
Link to assignment(s)

**Customer Segment**
Target customers  
Link to assignment(s)

**Key Metrics**
Key activities you measure  
Link to assignment(s)

**Channels**
Path to customers  
Link to assignment(s)

**Cost Structure**
What are the most important costs inherent in our business model?  
Which Key Resources are most expensive?  
Which Key Activities are most expensive?  
Link to assignment(s)

**Revenue Streams**
For what value are our customers really willing to pay?  
For what do they currently pay?  
How are they currently paying?  
How would they prefer to pay?  
How much does each Revenue Stream contribute to overall revenues?  
Link to assignment(s)