

Problem

Solution

Unique Value Proposition

Unfair Advantage

Customer Segments



Existing Alternatives

High-level Concept

Early Adopters

Key Metrics

Channels

Cost Structure



Revenue Streams

Lean Canvas

Just like your business, tools need to be kept up-to-date and sometimes even reinvented. The result: an improved and redesigned version of the Business Model Canvas. Create your business model on one page!

Based on the original **Lean Canvas** created by Spark59 and the **Business Model Canvas** from the makers of Business Model Generation and Strategyzer.

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