

Lean Business Model Canvas

Problem	Solution	Unique Value Proposition What value? Solving what problem? Satisfying what need? What products/services to each customer segment?	Unfair Advantage	Customer Segments Mass Market Niche Market Segmented Diversified Multi-sided			
	Key Metrics		Channels How to reach? Channel integration? Which is best? Which most cost efficient? How to integrate with customer routine Types Direct Distributor OEM Retail Value Added Reseller Web				
Cost Structure Fixed costs Variable costs Economies of scale Economies of scope		Revenue Streams <table border="0"> <tr> <td> Type: Asset sales Usage fee Subscription fees Lending/Renting/Leasing Licensing Brokerage fees Advertising </td> <td> Fixed Pricing: List price Product feature Customer segment Volume </td> <td> Dynamic Pricing Negotiation Yield management Real-time market </td> </tr> </table>			Type: Asset sales Usage fee Subscription fees Lending/Renting/Leasing Licensing Brokerage fees Advertising	Fixed Pricing: List price Product feature Customer segment Volume	Dynamic Pricing Negotiation Yield management Real-time market
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