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

**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

**Key Metrics**

**Cost Structure**

- Fixed costs
- Variable costs
- Economies of scale
- Economies of scope

**Revenue Streams**

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**Type**

- Asset sales
- Usage fee
- Subscription fees

**Fixed Pricing**

- List price

**Dynamic Pricing**

- Negotiation
- Yield management
- Real-time market

- Product feature
- Customer segment
- Volume

- Advertising