Selfstorming

Lean Canvas

A one-page startup plan: the problem, the customer, the offer and the numbers - written as assumptions you can test.
Origin: Ash Maurya, adapted from Alex Osterwalder's Business Model Canvas

FRAMEWORK TEMPLATE

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
	Key Metrics		Channels	

Cost Structure	Revenue Streams

- **PROBLEM:** Top 1-3 problems the customer segment has, in their words, plus the existing alternatives they use today.
- **UNIQUE VALUE PROPOSITION:** A single, clear message for why you are different and worth attention, readable by a stranger in five seconds.
- **CUSTOMER SEGMENTS:** Who has the problem, plus the narrow group of early adopters who feel it most.
- **SOLUTION:** The smallest set of features that solves each problem - the minimum viable product, not the roadmap.
- **UNFAIR ADVANTAGE:** Something that cannot easily be copied or bought. Leave it blank rather than claim "great team".
- **COST STRUCTURE:** Customer acquisition cost, distribution, hosting, people and fixed costs. Rough numbers are fine.
- **KEY METRICS:** The one or two numbers that show whether the business is working at its current stage. Numbers that can go down.
- **CHANNELS:** The specific paths to your early adopters first, and to scale later.
- **REVENUE STREAMS:** The revenue model and the actual price. Charge early where you can.