LEAN CANVAS

adapted in 2010 by Ash Maurya from Business Model Canvas by Alexander Osterwalder

Problem	Solution	Unique v		Unfair advantage	Customer segment
	Key metrics			Channels	
Cost structure			Revenue Str	reams	

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Problem for customer segment #1	Solution	Unique value proposition #1		Unfair advantage	Customer segment #1
Problem for customer segment #2	Key metrics	Unique value proposition #2		Channels	Customer segment #2
Cost structure			Revenue Str	reams	

Start to fill highlighted parts of Lean canvas

You will need it for COO debriefs

