

The Lean Canvas

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Three Stages of a Startup



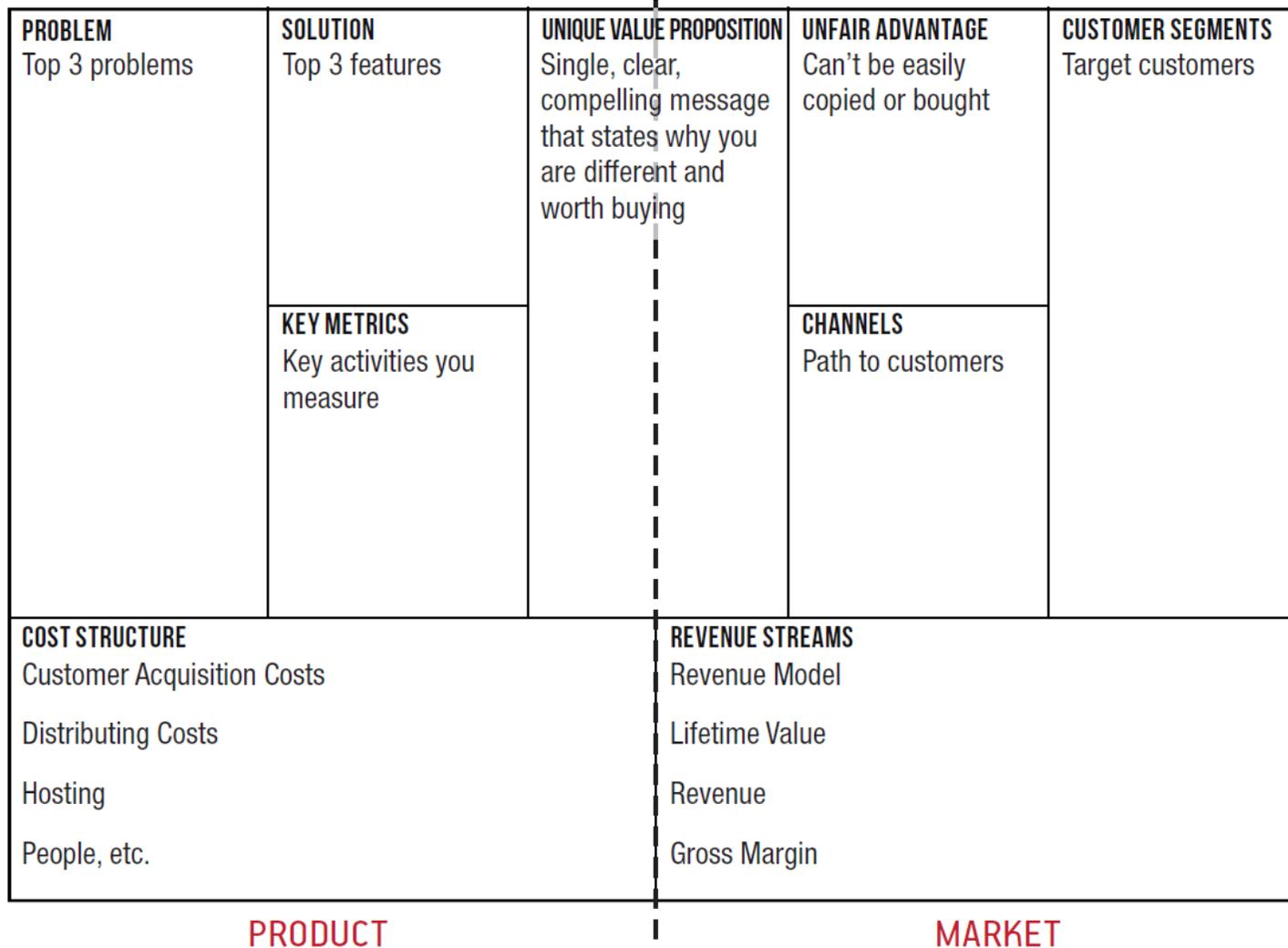
- Stage 1: Do I have a problem worth solving?
- Stage 2: Have I built something people want?
- Stage 3: How do I accelerate growth?

Lean Startup Methodology

- Document your Plan A
- Prioritize your starting risks
- Systematically test your plan

Document your Plan: The Lean Canvas

- The Lean Canvas is a variant of the business model canvas
- Entrepreneur-focused: It has an emphasis on finding customer problems worth solving.
- Its purpose is to sketch, share and refine new business ideas
- It is guided by problems of customer segments



Lean Canvas is adapted from The Business Model Canvas (<http://www.businessmodelgeneration.com>) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Un-ported License.

The order of filling the Lean Canvas

PROBLEM Top 3 problems 1	SOLUTION Top 3 features 4	UNIQUE VALUE PROPOSITION Single, clear, compelling message that states why you are different and worth buying 3	UNFAIR ADVANTAGE Can't be easily copied or bought 5	CUSTOMER SEGMENTS Target customers 2
	KEY METRICS Key activities you measure 8		CHANNELS Path to customers 9	
COST STRUCTURE Customer Acquisition Costs Distributing Costs Hosting People, etc. 7		REVENUE STREAMS Revenue Model Lifetime Value Revenue Gross Margin 6		

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