Complete the sentence above (who wants what...), before you start working on the Lean Canvas. Now try to create your Lean Canvas based on your idea.

First work on the numbered fields in the order that suits you best. In general, the problem (1) is compared with the solution (4) first.

Do you recognize any aspects of your idea, that can be improved?

Problem

What are the main problems your business model should solve? Describe the 1-3 top problems of your customer.



Solution

Describe one solution for each problem



UVP (unique value proposition)

– Profit maker - Problem solver

their job to be done?

What are the values you want to put across to your customers? We are looking for a simple, clear message that explains why the solution is original and significant.

- How does your solution support your customer in



Unfair advantage

Which channels can you use to

reach your customer segments?

You need something that makes it difficult for others to copy your solution.



Customer segments

Make a list of the target and user groups. For whom are we creating value? Who are your most important customers? While you work on this panel, create a persona. Describe it on the right hand side.



Name

Description of persona

the early adopters)

Age, gender, res dency, social environment, sinus milieu, mindset, etc.

Create a detailed customer profile for the early adopters (early customers, who embrace your new product/service before others)

and for other user groups (that will buy the product/service after



Job to be done Pains What task fulfillment is suppor What is it that the customers ted by the product/service? don't like about the current products/services?



Application scenarios

How and where is the produc service used? What happens before and after using the product/service?

like about the current products/services?



Description of persona

Age, gender, residency, social environment, sinus milieu, mindset, etc.



Job to be done What task fulfillment is support ted by the product/service?

Pains

What is it that the customers don't like about the current products/services?



Application scenarios How and where is the product service used? What happens before and after using the product/service?

like about the current products/services?



Sources: following A. Osterwalder, Value Proposition Design 201

Description of the business opportunity

Target market Number of potential users/customers (market size) Scalability, growth Key challenges for scaling



Key figures

What measurable figures can verify, whether the solution is working or not?



Make a match between the value proposition and the customer segment.



Is there a simple analogy you can use? (e.g. YouTube = Flickr for video)





Early Adopter

Describe the characteristics of your ideal customer While you work on this panel, create a persona. Describe it on the right hand side.



Existing alternatives How have the problems been sol-

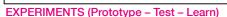
ved so far?

Make a list of the fixed and variable costs.



Revenue streams

Make a list of your source of inco



Some of the assumptions which you made for the Lean Canvas are more important than others. The assumptions that are essential to your success are called critical assumptions. Now it is important to verify the critical assumptions with the help of experiments. Try to test one assumption at a time and build a prototype. Creating quick and dirty prototypes allows you to test a number of ideas without investing a lot of time and money up front.

Experiment 1 Outcomes 1 Step 1: Hypothesis What have we learned? Step 2: Test To verify this, we will... Step 3: Measure Documentation of the test (photos, etc.)

Outcomes 1

Step 1: Hypothesis

I What have we learned?

Step 1: Hypothesis

Experiment 3

Step 2: Test To verify this, we will..

Step 3: Measure

Step 4: Criteria

Documentation of the test (photos, etc.)

Sources: Ash Maurya, Running Lean 2013

Prof. Dr. Patrick Link

Step 4: Criteria

And measure

We are on the right track, if...

Experiment 2

Step 2: Test To verify this, we will...

Step 3: Measure

And measure

Step 4: Criteria We are on the right track, if...

Documentation of the test (photos, etc)

And measure

We are on the right track, if...

Outcomes 1

What have we learned?