

Lean Business Model Canvas

Complete for your business, fill in boxes

Business Name:

Version:

01-01-2023

<p>Key Partners</p> <ul style="list-style-type: none"> • Who are your key partners/supplier? • What are the motivations for the partnership? • Which resources are acquired from partner? • Which activities do partner perform? 	<p>Key Activities</p> <ul style="list-style-type: none"> • What key activities does your value propositions require? • What activities are important to meet distribution channels, customer relationships, revenue stream, fund raising? <p>Key Resources</p> <ul style="list-style-type: none"> • What Key Resources do our Value Propositions require? • Our Distribution Channels? • Customer Relationships? • Revenue Streams? 	<p>Value Propositions</p> <ul style="list-style-type: none"> • What core value do you deliver to the customer? • Which customer needs are you satisfying? 	<p>Customer Relationships</p> <ul style="list-style-type: none"> • What relationship that the target customer expects you to establish? • How can you integrate that into your business in terms of cost? • <p>Channels</p> <ul style="list-style-type: none"> • Through which Channels do our Customer Segments want to be reach? • How are our Channels integrated? • Which ones work best? • Which ones are most cost-efficient? • How are we integrating them with customer routines? 	<p>Customer Segments</p> <ul style="list-style-type: none"> • For whom are we creating value? • Example mass market, niche, segmented, diversified?
<p>Cost Structure</p> <ul style="list-style-type: none"> • What are the most important costs inherent in our business model? • Which Key Resource are most expensive? • Which Key Activities are most expensive? 		<p>Financing</p> <ul style="list-style-type: none"> • What is the source of financing? • What does it cost to start? • What is product dev cost? • What is our product sales cost? • What is our revenue per? • What is our operating cost? • What is customer support cost? 		<p>Revenue Stream</p> <ul style="list-style-type: none"> • What value are our customers really willing to pay? • What do they currently pay? • How are they currently paying? • How would they prefer to pay? • How much does each Revenue Stream contribute to overall revenues?

Description

A lean business model is a business strategy that strives to eliminate waste in product and processes while satisfying customer wants. By satisfying customer wants, the business will receive more positive returns like increased sales and goodwill.

The secret to lean business model success involves business professionals leveraging the right business practices in daily business processes, perfecting business process flows, creating market pull and scaling to grow the business.

—Deep Chakraborty, CEO, Enact Systems

A Handbook for Visionaries, Game Changers, And Challengers”. It consists of nine blocks, we have added an addition 10th block of financing.

1. **Customer Segments** are groups of clients included into your startup business model.
2. **Value Propositions** are advantages startup offers its users. An example for Instacart is an ability to get necessary products without spending time on shopping.
3. **Channels** are channels you use to sell your product. For apps it would be Apple Store or Google Play.
4. **Customer Relations** are established and maintained by all members of the team communicating with customers.
5. **Revenue Streams** are your sources of income. It could be one-time purchases or subscriptions.
6. **Key Activities** performed by the startup.
7. **Key Resources** the startup relies on material, intellectual, financial and human.
8. **Key Partners** that help your startup function: provide resources, consultations of assist in other ways.
9. **Cost Structure** are expenses associated with the model. They depend on key activities, partners resources and resources.
10. **Financing** are sources of funding for the business and its elements. And associated cost breakdown of liabilities and assets.

Good Link: <https://stfalcon.com/en/blog/post/planning-lean-startup-development-quickly>

Good Link: <https://www.myaccountingcourse.com/accounting-dictionary/lean-business-model>

Supported by Harvard Business Review. <https://hbr.org/topic/subject/lean-business-model>

Lean Product Canvas

Create one for each product or service

Product Name:

Version:

01-01-2023

<p>Problem</p> <ul style="list-style-type: none"> • What are the top three problems your key customers are experiencing? • Existing Alternative 	<p>Solution</p> <ul style="list-style-type: none"> • What is the minimum feature set (MVP) most valuable product that demonstration the UVP unique value prop? <p>Key Resources and Metric</p> <ul style="list-style-type: none"> • What's your North Star? • Key activities you measure 	<p>Value Propositions</p> <ul style="list-style-type: none"> • What is the product's tagline or primary reason you are different and worth buying? • Single, clear, compelling message that states why you are different and worth paying attention 	<p>Unique Advantage</p> <ul style="list-style-type: none"> • What do you have that is extremely hard to copy? <p>Channels</p> <ul style="list-style-type: none"> • Through which channels do your customers want to be reached? • Which channels works best? How much do they cost? How can you afford. 	<p>Customer Segments</p> <ul style="list-style-type: none"> • Which customers are you creating values for? • Who is your most important customer?
<p>Cost Structure</p> <ul style="list-style-type: none"> • Customer Acquisition Cost • Distribution Cost • Hosting • People 		<p>Financing</p> <ul style="list-style-type: none"> • Pricing Model • Product Life Expectancy • Expected Revenue • Development Cost • Product Startup Cost • Production Cost 		<p>Distribution Channels</p> <ul style="list-style-type: none"> • Revenue Model • Lifetime Value • Revenue Streams • Gross Margin

Description

The main goal for Lean Canvas is to make it as 'ready-to-use' as achievable whilst remaining entrepreneur-centric. Intended to help businesses go from original product idea to the creation of a prosperous new product using a plan that works from the ground up tactfully.

1. **Problem.** Products fail because they aren't solving user problems.
2. **Customer Segment.** What is the correct niche for your product, it can't be everything to everyone. Who are the most important customers in this segment. Start with top 3.
3. **Distribution Channels.** What is the model that is intended to create revenue, lifetime of the expected product and what are the financial margins. In other words, how much do you expect to make on each product sale and is that enough to grow the business.
4. **Solution.** What are minimum number of feature your product need to succeed and separate you in the market.
5. **Value Proposition.** Clearly state why your solution is valuable to your customers. The shorter the statement the more clearly defined your value.
6. **Unique advantage.** If your product is unique, at first there won't be little competitions, but you've got to think about the future with copycats of your product/service appearing very quickly. That's why you need to find an advantage that will set your product apart from the competitors.
7. **Channels.** What is the most efficient method to reach your customers and how do they want to be reached. How much can they afford.
8. **Key metrics.** To prevent your startup from drowning in piles of data and vanity metrics you've got to clearly specify indicators used for measuring effectiveness of your product.
9. **Cost Structure.** Technology, People, Operating, Development, Distribution, Units and Support Cost. Identify these to determine if you can make enough profit with this product.
10. **Financing.** There are always upfront costs to develop a product. Make sure your pricing model include all this cost and ensure you cover this cost. Where is the financing to create, build, manufacture, distribute and support the product derived. Are there other option that could create more revenue or cheaper.

Good Links:

- A Handbook for Visionaries, Game Changers, And Challengers". It consists of nine blocks: <https://leanstack.com/welcome>
- Read our article to learn more about [startups solving user problems](#).
- In Ash's model it is placed in a small box since it should be simple, just as its implementation called [minimum viable product](#).
- Copycats of your product/service appearing very quickly just like it happened with [Uber](#)