Lean Business Model Canvas

otbc.org/tools

Compelling Problem

Alternatives

Solution

Key Metrics

Acquisition
Activation
Retention
Revenue
Referral

Unique Value Proposition

Why you are different and worth getting attention

Unfair Advantage

Not easily copied or bought

Channels

Direct
Distributor
OEM
Retail
VAR
Web

Customer Segments

2 Sided? (who pays?)

First (Early Adopter) Segment:

Cost Structure

Interview 30-50 customers
Build MVP
Startup cost
Cost to acquire a customer
Capital costs
Ongoing burn (fixed and variable costs)

Revenue Streams

Type:
Asset sales
Usage fee
Subscription fees
Lending/Renting/Leasing
Licensing
Brokerage fees
Advertising

Fixed Pricing:
List price
Product feature
Customer segment
Volume

Dynamic Pricing
Negotiation
Yield management
Real-time market

Lifetime value of a customer