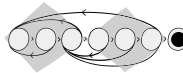


Project:  
Team:  
Version & Date:

# LEAN CANVAS



Lewrick / Link / Leifer  
The Design Thinking Toolbox  
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**Brief instructions:** The Lean Canvas helps to structure and visualize the innovation project. The fully completed Lean Canvas documents the final "problem-solution fit". The results of the Design Thinking iterations can be summarized with the Lean Canvas.

More tips & tricks for this template on book page: 251

WHO <small>(CUSTOMER)</small>	WANTS <small>(PRODUCT, SERVICE,... WHAT)</small>	FOR <small>(SATISFACTION OF NEEDS)</small>	BECAUSE <small>(MOTIVATION)</small>
<b>PROBLEM</b> <i>Describe the 1-3 biggest problems of your customers.</i>  <div style="text-align: center; font-size: 48px; opacity: 0.5;">1</div>	<b>SOLUTION</b> <i>Describe a solution for every problem.</i>  <div style="text-align: center; font-size: 48px; opacity: 0.5;">4</div>	<b>UNIQUE VALUE PROPOSITION</b> <i>What is the value provided to the customer?</i> 	<b>UNFAIR ADVANTAGE</b> <i>Something that makes it difficult for the others to copy the solution.</i> 
		<b>KEY METRICS</b> <i>What measurable figures show whether the solution works?</i> 	<b>CHANNELS</b> <i>Through which channels do your customer segments want to be reached?</i> 
<b>EXISTING ALTERNATIVES</b> <i>How were the problems solved up to now?</i>  <div style="text-align: center; font-size: 48px; opacity: 0.5;">5</div>	<b>SHORT CONCEPT</b> <i>Is there a simple analogy?</i> 	<b>REVENUE STREAMS</b> <i>List the sources of income.</i> 	<b>CUSTOMER SEGMENTS</b> <i>List the target and user groups. Draw a stakeholder map or business ecosystem.</i>  <div style="text-align: center; font-size: 48px; opacity: 0.5;">2</div>
<b>COST STRUCTURE</b> <i>List the fixed and variable costs.</i> 			<b>EARLY ADAPTORS</b> <i>Who are the Early Adopters?</i> 