LEAN CANVAS

UTTyler ETX LAUNCHPAD

Designed for: **Designed by:** **Date:** **Version:**

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segment
Existing Alternatives	Key Metrics	*High Level Concept*	Channels	*Early Adoptions*

Cost Structure	Revenue Streams

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Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segment
This section outlines the specific problem or pain point that your product or service aims to solve.	Describe how your product or service addresses the identified problem. This is usually a brief description of the value proposition.	Clearly states what makes your product or service unique and why it's better than existing alternatives.	Identifies any advantages or unique factors that give your business a competitive edge.	Defines the specific groups or types of customers your business is targeting.
Existing Alternatives	**Key Metrics**	***High Level Concept***	**Channels**	***Early Adoptions***
List how these problems are solved today	Identify the key performance indicators (KPIs) you will use to track your business's success.	List your X for Y analogy (e.g., YouTube = Flickr for videos)	Outline the marketing and distribution channels you plan to use to reach your target customers.	List characteristics of your ideal customer

Cost Structure	Revenue Streams
Lists the main costs associated with running your business. (Fixed and variables costs)	Describes how your business will make money, including pricing strategies and revenue sources.