




Lean Canvas Business Plan



All the thinking and planning you have been doing will be valuable when you come to write a business plan for your venture.

There are lots of resources to support this process including banking advisors, small business start-up guides, and mentors.

 Have a go at filling in the Lean Canvas business plan below

<p>PROBLEM List your customer's top three problems</p>	<p>SOLUTION</p>	<p>UNIQUE VALUE PROPOSITION Single, clear, compelling message that turns an unaware visitor into an interested prospect</p>	<p>UNFAIR ADVANTAGE Something that can not be easily copied or bought</p>	<p>CUSTOMER SEGMENTS List your target customers and users</p>
<p>EXISTING ALTERNATIVES List how these problems are solved today</p>	<p>KEY METRICS List the key numbers that tell you how your business is doing</p>	<p>HIGH-LEVEL CONCEPT List your X for Y analogy (e.g. YouTube = Flickr for videos)</p>	<p>CHANNELS List your path to customers</p>	<p>EARLY ADOPTERS List the characteristics of your ideal customers</p>
<p>COST STRUCTURE List your fixed and variable costs</p>		<p>REVENUE STREAMS List your sources of revenue</p>		