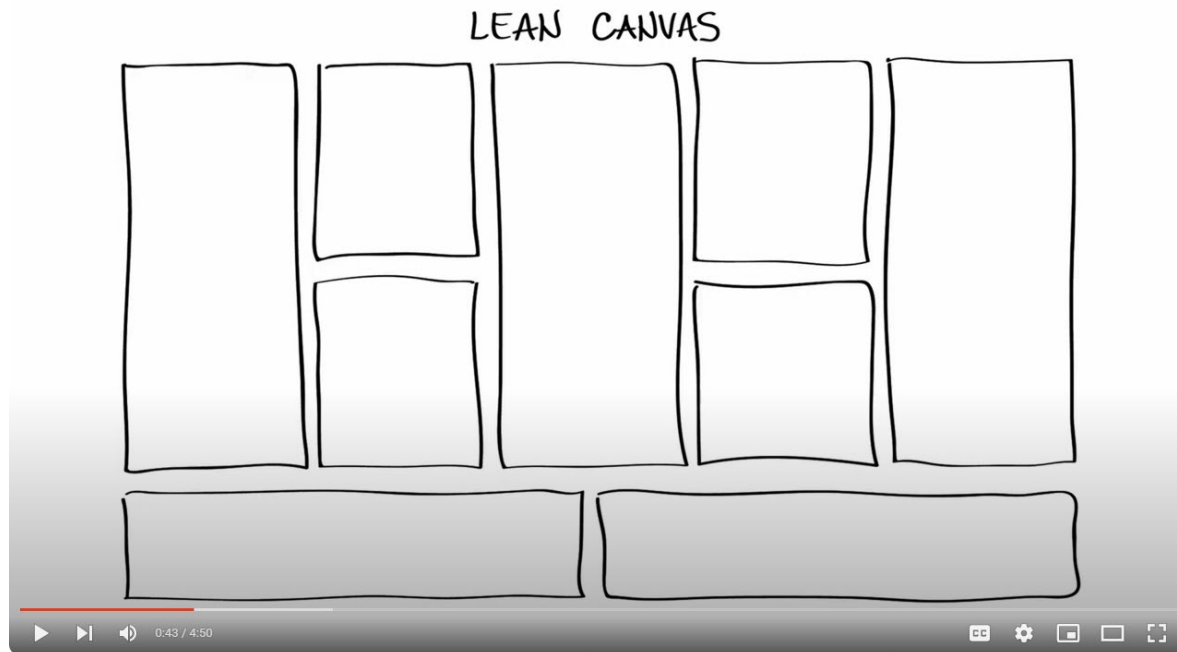


Lean Canvas

Explanation Video



The tool to explain and sharpen your idea.

Key Messages in the explanation video:

1. The Lean Canvas is an adaption of the Business Model Canvas suited for innovation projects
2. Provide an overview of the 9 most relevant aspects of your new product or business model, holistically
3. Focus not on financial KPI's but on essential metrics and aspects during the early phase of a new project



Lean Canvas

?

Title of the idea

THE PROBLEM	OUR SOLUTION	UNIQUE VALUE PROPOSALS	UNFAIR ADVANTAGE	TARGET GROUPS	
<p>Which problems does the target group face right now?</p> <p style="text-align: center; font-size: 24px;">?</p>	<p>What is our solution to the target group's problem?</p> <p style="text-align: center; font-size: 24px;">?</p>	<p>What kind of value do we create for customers and users with your offering?</p> <p style="text-align: center; font-size: 24px;">?</p>	<p>What do we do better than our competitors to create the value, which is hard to copy?</p> <p style="text-align: center; font-size: 24px;">?</p>	<p style="text-align: center;">Customers</p> <p style="font-size: 10px;">Who are our sales targets?</p> <p style="text-align: center; font-size: 24px;">?</p>	<p style="text-align: center;">Users</p> <p style="font-size: 10px;">Who will be using our solution?</p> <p style="text-align: center; font-size: 24px;">?</p>
<p style="text-align: center;">Existing alternatives</p> <p style="font-size: 10px;">Define minimum one clear competitor</p> <p style="text-align: center; font-size: 24px;">?</p>	<p style="text-align: center;">Key metrics</p> <p style="font-size: 10px;">How will we track user engagement, excitement and usage of our solution?</p> <p style="text-align: center; font-size: 24px;">?</p>		<p style="text-align: center;">Channels</p> <p style="font-size: 10px;">Through which channels do our customers and users want to be reached?</p> <p style="text-align: center; font-size: 24px;">?</p>	<p style="text-align: center;">Early adopter</p> <p style="font-size: 10px;">Who will be the first to test our solution?</p> <p style="text-align: center; font-size: 24px;">?</p>	
PROFIT FORMULA					
<p style="font-size: 10px;">What are the most important costs to create and deliver the offerings?</p> <p style="text-align: center; font-size: 24px;">?</p>	<p style="font-size: 10px;">How much money do we need to spend before we earn?</p> <p style="text-align: center; font-size: 24px;">?</p>	<p style="font-size: 10px;">How, when and how often do we charge our customers?</p> <p style="text-align: center; font-size: 24px;">?</p>		<p style="font-size: 10px;">What are our revenue streams and how much do our customers pay (per unit)?</p> <p style="text-align: center; font-size: 24px;">?</p>	
COST	INVESTMENTS	PATTERN		PRICING & REVENUE STREAMS	