

nfte! Lean Business Model Canvas

Business Name:

Designed by:

Date:

Iteration #:

Problem
Top 3 problems

Solution
Top 3 solutions

Unique Value Proposition
Single, clean, compelling message that states why you are different and worth buying

Unfair Advantage
Can't be easily copied or bought

Customer Segment
Target customers

Key Metrics
Key activities you measure

Channels
Path to customers

Cost Structure
What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

Revenue Streams
For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?