Think Inc.

Lean Business Model Canvas

Problem
Top 3 problems

Solution
Top 3 features

Key Metrics
Key activities you will measure

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

Unfair Advantage
Can't be easily copied or bought

Channels
Paths to customers

Customer Segments
Target customers

Cost Structure
Customer Acquisition, Distribution, Web hosting, People, etc.

Revenue Streams
Revenue model, Lifetime value, Revenue Gross margin