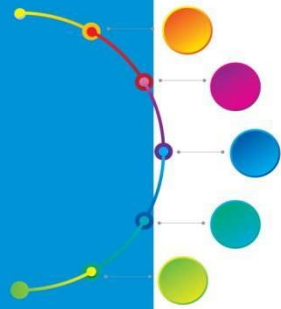# Introduction to Entrepreneurship

Lean Startup Canvas

Lean Canvas

- Designed for start-up businesses
- One-page business model
- Easy to communicate
- Easy to understand
- Emphasis on product and market
- Can be completed in thirty minutes
- Not a business plan substitute

Key Questions

- What are the problems?
- What are the solutions?
- What are the key metrics?
- What is the unique value proposition?
- What is the unfair advantage?
- What channels will you use?
- What are the customer segments?
- What costs are critical?
- What are your revenue streams?
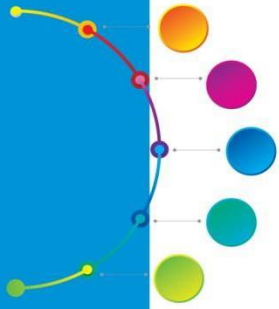
What Are the Problems?

List the top three problems you are trying to address

"A problem well stated is a problem half-solved."
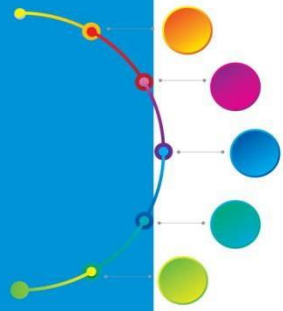Charles Kettering
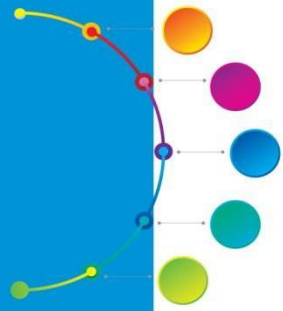
What Are the Solutions?

Identify the top three features of the product

"Every solution to every problem is simple. It's the distance between the two where the mystery lies."
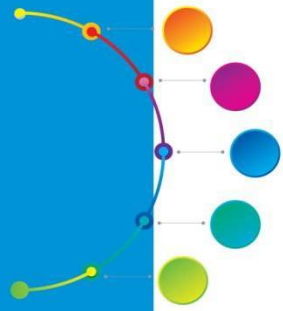
Derek Landy

What Are the Key Metrics?

Key activities you measure

"A startup can only focus on only one metric. So you have to decide what that is and ignore everything else."
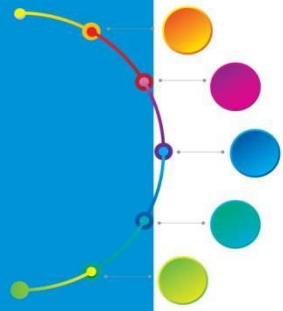
Noah Kagan

What Is the Unique Value Proposition?

Single, clear, compelling message that states why you are different and worth paying attention

"Value propositions may be the most misunderstood element in newly formed startups."
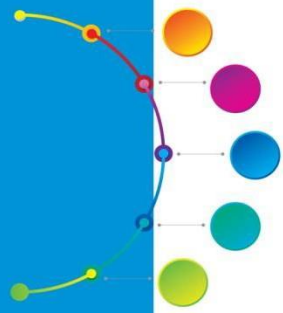
Joseph A. Bockerstette

What Is the Unfair Advantage?

Patents, trademarks, copyrights, location, reputation, endorsement, members on the team

"Something that cannot be copied or bought."
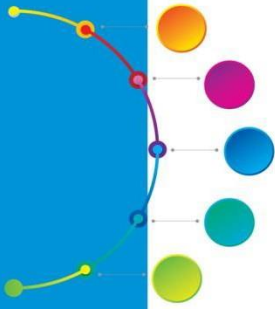Jason Cohen

What Channels Will You Use?

Paths to customers both free and paid

"Marketing is a contest for peoples attention."
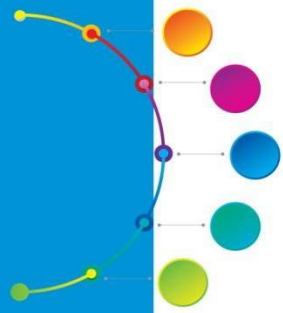
Seth Godin

What Are the Customer Segments?

Identifies who will be the first customers

"Start every product with a customer and then identify the path."
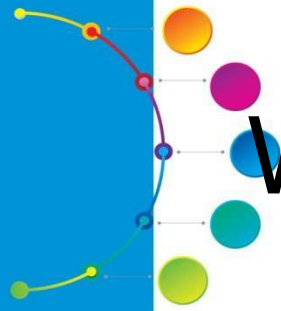
Ash Maurya

What Is the Cost Structure?

Identify your operational costs over the next few months

"Competition is the keen cutting edge of business, always shaving away at costs."

Henry Ford

What Are the Revenue Streams?

Identify the revenue streams for each type of customer

"Making money is art and working is art and good business is the best art."

Andy Warhol

Lean Canvas

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
Top 3 problems	Top 3 features	Single, clear, compelling message that states why you are different and worth paying attention	Can't be easily copied or bought	Target customers
	Key Metrics Key activities you measure		**Channels** Path to customers	

Cost Structure	Revenue Streams
Customer Acquisition Costs Distribution Costs Hosting People, etc.	Revenue Model Life Time Value Revenue Gross Margin

PRODUCT ┊ **MARKET**