**Top of Form**

*Team or Company Name:*

Primary Canvas

**X**

Alternative Canvas

*Date:*

**09/10/15**

**The Lean Canvas**

Bottom of Form

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***Problems*** | ***Solutions*** | ***Value Proposition*** | | ***Unfair Advantage*** | ***Customer Segments*** |
| ***Key Metrics*** | ***Channels*** |
| ***Cost Structure***  ?  **Total: $** | | | ***Revenue Streams***  **Average Monthly Projection**  **Total: $** | | |

Top of Form