**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