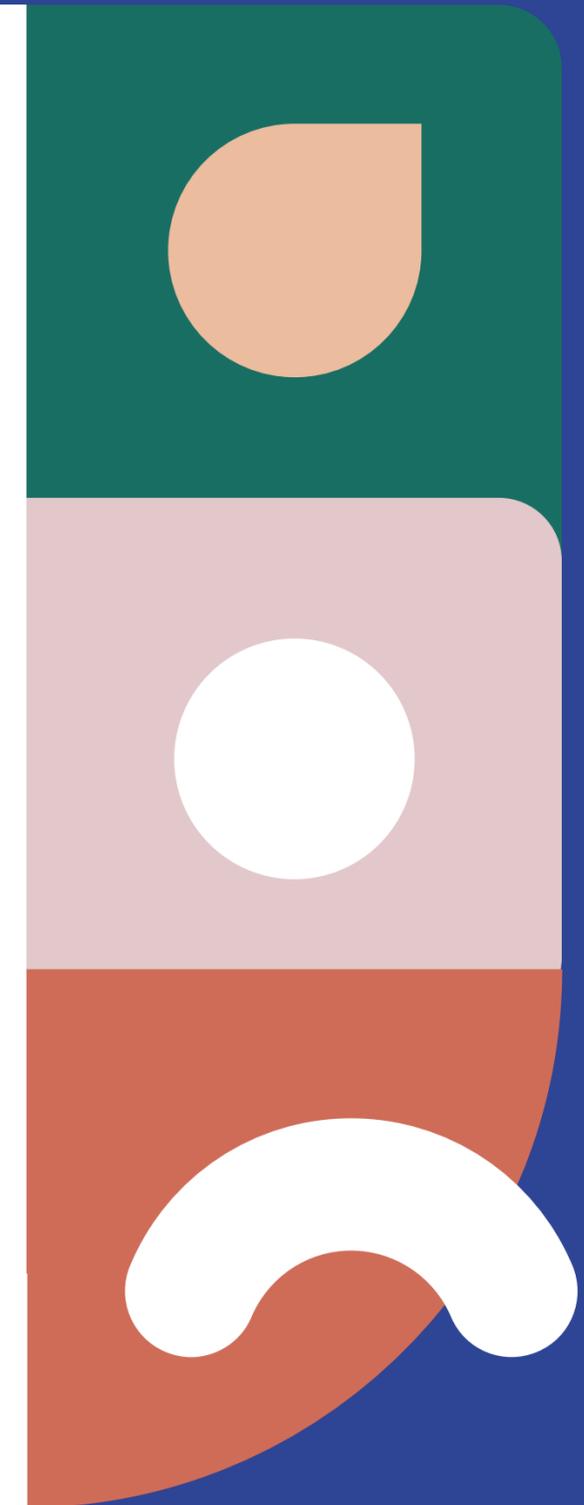


Presentación de Ejemplo

Lean canvas is a one-page business plan template created by Ash Maurya. It's designed to create a snapshot of your business idea, distill the essence of your product or service, and break it down into key parts. Check out a completed example on the next page and then try filling out the blank lean canvas for your own business on the page after that.



Problem

What problems are people facing? List their top 3 frustrations.

Existing Alternatives

How are these problems solved today? This can be a direct competitor to what you are offering or the existing ways people are employing to address their problems.

Cost Structure

What are the fixed and variable costs to launch your product or service? Consider the cost at each stage from setting up a website, hiring employees, production, marketing, and bringing them to consumers.

Solution

How will you solve these problems? Write down a solution for each problem.

Key Metrics

How will you measure the success of your product or service? List the key metrics.

Unique Value Proposition

How will you turn an unaware visitor into an interested customer? Create a clear and compelling one-liner message you want to send across.

High Level Concept

How does your product or service fit into the grand scheme of things?

Revenue Streams

What money sources will grow your money? How will you generate income? Show a pricing model of your product or service and include other revenue sources, such as sales and subscription fees.

Unfair Advantage

What separates you from competitors? What makes you ahead of the pack?

Channels

How will you reach your target consumers? Direct marketing, social media, ads, partnerships — identify the effective ways to reach them.

Customer Segments

Create 3 to 4 personas of the people you can help. Visualize these people who will turn to you for solutions.

Early Adopters

What are the specific characteristics of your early adopters?