template - lean canvas - a one-page business plan



# Introduction

The lean canvas business plan was designed by Ash Maurya to help startups analyze the strengths and weaknesses of their business models. A lean canvas business plan is a 1-page plan. This plan provides a high-level view of a business. The layout of the lean canvas is easy to understand, the information provided is very focused, it shows connections between the elements and it is easy to communicate. It normally takes less than 45-minutes to fill in the lean canvas.

A 1-page plan is frequently used when introducing the business to an outside third party. The drawback to this type of plan is its lack of detail for a reader to fully understand a business. Therefore, an interested party may request additional information.

There are nine steps or blocks that need to be addressed to compete the lean canvas. These blocks cover nearly all of the important areas of your business.

# Lean Canvas Business Plan Outline - 9 Blocks

The nine blocks of the lean canvas plan are discussed below.

**1. Customer Segments**

These are the target users/customers of your product and/or services. Make sure you separate users and customers. Be as accurate as possible. You need to have a Customer Segment in mind in order to understand their problems.

In the early adapters section specify the users/customers who will be first to use your product or service.

**2. Problem**

List the top 3 user/customer problems your product or service needs to solve. Also, list existing alternatives to your product or service.

**3. Unique Value Proposition**

Highlight the key differences from your competition. This refers to what makes your product or service different from your competition and why your Customer Segment should select your business. It’s the main reason a prospect should buy from you.

Create a short tag line (high-level concept) about your product or service.

**4. Solution**

Discuss possible solutions for each problem you identified. A good way of identifying solutions is to talk with your users/customers.

**5. Channels**

Describe how you will reach your users/customers. Identify which channels you will use to promote your product or service. Channels may include either or both free ones (social media) and paid ones (Google ads, Facebook ads, etc.) You should only select those channels where your users/customers are located.

**6. Revenue Streams**

Where will your revenue come from? How you will generate revenue from each Customer Segment. Start with a simple pricing plan.

**7. Cost Structure**

List all of the operating costs required to take your business to market. Customer acquisition costs, distribution costs, people, website development, market research, etc. You can then calculate a break-even point using your estimated revenue stream and costs.

**8. Key Metrics**

Select 1 or 2 key metrics you will use regularly to monitor performance. Each industry has its own set of metrics to monitor.

**9. Unfair Advantage**

An unfair advantage is something that no one else has and cannot be copied or bought by your competitors. Examples of unfair advantages can be: a dream team, endorsements, existing customers, insider information, large user network, and personal authority.

Shown below is the Lean Canvas Template.

If you would like more information on preparing a business plan for your business, please contact Minneapolis Business Mentors.

# Lean Canvas Template

