

# LEAN CANVAS: Who.....wants.....for.....because..... Motivation

The «Lean Canvas» is a tool to develop business models for start-ups. It helps you to describe important aspects of your business idea. In order to start, you will have to make some assumptions. These will be validated in a further step with the help of experiments.

Complete the sentence above (who wants what...), before you start working on the Lean Canvas. Now try to create your Lean Canvas based on your idea.

First work on the numbered fields in the order that suits you best. In general, the problem (1) is compared with the solution (4) first.

Do you recognize any aspects of your idea, that can be improved?

<b>1</b> <b>Problem</b> What are the main problems your business model should solve? Describe the 1-3 top problems of your customer.	<b>4</b> <b>Solution</b> Describe one solution for each problem	<b>3</b> <b>UVP (unique value proposition)</b> What are the values you want to put across to your customers? We are looking for a simple, clear message that explains why the solution is original and significant. - Profit maker - Problem solver - How does your solution support your customer in their job to be done?	<b>2</b> <b>Customer segments</b> Make a list of the target and user groups. For whom are we creating value? Who are your most important customers? While you work on this panel, create a persona. Describe it on the right hand side.
<b>5</b> <b>Existing alternatives</b> How have the problems been solved so far?	<b>High-Level concept</b> X for Y analogy Is there a simple analogy you can use? (e.g. YouTube = Flickr for video)	<b>Unfair advantage</b> You need something that makes it difficult for others to copy your solution.	<b>Early Adopter</b> Describe the characteristics of your ideal customer! While you work on this panel, create a persona. Describe it on the right hand side.
<b>Cost structure</b> Make a list of the fixed and variable costs.		<b>Revenue streams</b> Make a list of your source of income	

Create a detailed customer profile for the early adopters (early customers, who embrace your new product/service before others) and for other user groups (that will buy the product/service after the early adopters)

<b>Name</b> <b>Description of persona</b> Age, gender, residency, social environment, sinus milieu, mindset, etc.	
<b>Job to be done</b> What task fulfillment is supported by the product/service?	<b>Pains</b> What is it that the customers don't like about the current products/services?
<b>Application scenarios</b> How and where is the product/service used? What happens before and after using the product/service?	<b>Gains</b> What is it that the customers like about the current products/services?
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## EXPERIMENTS (Prototype - Test - Learn)

Some of the assumptions which you made for the Lean Canvas are more important than others. The assumptions that are essential to your success are called critical assumptions. Now it is important to verify the critical assumptions with the help of experiments. Try to test one assumption at a time and build a prototype. Creating quick and dirty prototypes allows you to test a number of ideas without investing a lot of time and money up front.

<b>Experiment 1</b> <b>Step 1: Hypothesis</b> We believe, that...  <b>Step 2: Test</b> To verify this, we will...  <b>Step 3: Measure</b> And measure...  <b>Step 4: Criteria</b> We are on the right track, if...	<b>Outcomes 1</b> What have we learned?   Documentation of the test ( photos, etc )	<b>Experiment 2</b> <b>Step 1: Hypothesis</b> We believe, that...  <b>Step 2: Test</b> To verify this, we will...  <b>Step 3: Measure</b> And measure...  <b>Step 4: Criteria</b> We are on the right track, if...	<b>Outcomes 1</b> What have we learned?   Documentation of the test ( photos, etc )	<b>Experiment 3</b> <b>Step 1: Hypothesis</b> We believe, that...  <b>Step 2: Test</b> To verify this, we will...  <b>Step 3: Measure</b> And measure...  <b>Step 4: Criteria</b> We are on the right track, if...	<b>Outcomes 1</b> What have we learned?   Documentation of the test ( photos, etc )
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<b>Description of the business opportunity</b> Target market Number of potential users/customers (market size) Scalability, growth Key challenges for scaling
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Sources: following A. Osterwalder, Value Proposition Design 2014