

Lean Model Canvas

Think deeply about your venture and then make it better, every day!

INSTRUCTIONS: Save a copy of this document with the instructions deleted. Make a new version with each major adjustment in your thinking and keep each version for your records – it’s the map of your journey. For group collaboration, try drawing the grid on a large whiteboard and take a photo of each version before erasing.

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| <p>Problem: <i>What problems are people facing as it relates to the product or service that you are proposing? List their top three frustrations.</i></p> <p><i>Example: I see people with complex medical issues struggling to keep their medical records organized and failing to capture all tax deduction benefits:</i></p> <ol style="list-style-type: none"> 1. Old records out of order 2. Tracking eligible costs 3. Digital vs. paper records | <p>Solution: <i>How will you solve these problems? Write down a solution for each problem.</i></p> <p><i>Example: XYZ is an easy-to-use digital personal platform.</i></p> <ol style="list-style-type: none"> 1. Auto date recognition 2. Service/cost clarity 3. quick scan module for digitizing paper records | <p>Unique Value Proposition: <i>How will you turn an “unaware visitor” into an “interested customer”?</i> <i>Create a clear and compelling one-line message you want your people to hear.</i></p> <p><i>Example: You will spend less time locating and handling your complex medical records while keeping more of your money by discovering tax deductions.</i></p> | <p>Unique Advantage: <i>What separates you from competitors? What will make someone select your solution over others?</i></p> <p><i>Example: native app enables easy filing of digital and paper records</i></p> | <p>Customer Segments: <i>Create four “personas” or descriptions of the type of person you can help. Visualize the people types that will turn to you for solutions.</i></p> <p><i>Example:</i></p> <p><i>Individuals that acquire lots of complex medical records on account of:</i></p> <ol style="list-style-type: none"> 1. Chronic illness 2. Long term illness 3. Senior citizens 4. Athletes with injury history 5. Complex trauma and injury | | | | | | | | | | | | | | | | | | |
| <p>Cost Structure: <i>What are the fixed and variable costs to launch your product or service? Consider the costs for each stage – website, hiring employees, production, marketing, wages and salaries – bringing them to market</i></p> <p><i>Example:</i></p> <table> <tr> <td>1. Two FTE to start – yr 1: \$200,000</td> <td>6. +two FTE to operate yr 2: \$85,000</td> </tr> <tr> <td>2. Website and ecommerce yr 1: \$18,000</td> <td>7. Development yr 2: \$15,000</td> </tr> <tr> <td>3. Native app dev yr 1: \$32,000</td> <td></td> </tr> <tr> <td>4. Travel trade shows x 3 yr 1: \$15,000</td> <td></td> </tr> <tr> <td>5. Rent and equipment yr 1: \$45,000</td> <td></td> </tr> </table> | | 1. Two FTE to start – yr 1: \$200,000 | 6. +two FTE to operate yr 2: \$85,000 | 2. Website and ecommerce yr 1: \$18,000 | 7. Development yr 2: \$15,000 | 3. Native app dev yr 1: \$32,000 | | 4. Travel trade shows x 3 yr 1: \$15,000 | | 5. Rent and equipment yr 1: \$45,000 | | <p>Revenue Streams: <i>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 or subscriptions fees.</i></p> <p><i>Example: Subscription revenue model:</i></p> <table> <tr> <td>Yr 0 bootstrap, grants, VC = \$300,000</td> <td><i>Add tax schedule service:</i></td> </tr> <tr> <td>Yr 1 x \$100/yr x 4000 customers = \$400k</td> <td>\$30/yr x 2000 = \$60,000</td> </tr> <tr> <td>Yr 2 x \$120/yr x 8000 customers = \$960k</td> <td>\$35/yr x 4000 = \$140,000</td> </tr> <tr> <td>Yr 3 x \$150/yr x 14,000 customers = \$2.1M</td> <td>\$40/yr x 7000 = \$280,000</td> </tr> </table> | | | Yr 0 bootstrap, grants, VC = \$300,000 | <i>Add tax schedule service:</i> | Yr 1 x \$100/yr x 4000 customers = \$400k | \$30/yr x 2000 = \$60,000 | Yr 2 x \$120/yr x 8000 customers = \$960k | \$35/yr x 4000 = \$140,000 | Yr 3 x \$150/yr x 14,000 customers = \$2.1M | \$40/yr x 7000 = \$280,000 |
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To improve your skills with Lean Model Canvas and other valuable startup essentials visit 20fathoms.org and learn more about training programs.