

Tool 5: Key points of a business model (Lean Canvas)

Element	Question	Answer
Problem	What are the top three problems that the customer has, that are worth solving and that I want to solve?	
Customer segments	Where can I find customers, and especially the so-called early adopters?	
Value proposition	How do I solve the customer's problems?	
Solution	How do I deliver value?	
Unfair advantage	What do I have to offer that cannot easily be copied by others (competitors)?	
Revenue streams	What is my revenue and pricing model?	
Costs	What are my fixed and variable costs?	
Key metrics	How do I measure success? (This does not always have to be a financial metric.)	
Channels	Which paths do I use to reach the customers?	