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| **Lean Business Plan Template** |
| Problem | Solution | Value proposition | Unfair advantage | Customer segments |
| The top three customerchallenges | The top three features orservices that you provide to solve the customer problem | A single, clear, andcompelling message that explains why your solution is unique and worth buying | A unique set of strengthsthat cannot be easily copied | Target customers |
| Key metrics | Channels |
| The top three activities thatyou measure and their measurable goals | The paths used to reachcustomers |
| Cost structure | Revenue streams |
| The fixed variable costs required to grow the business | The ways that you make money |