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