

## LaunchNET Lean Startup Canvas

1. Problem to Solve	2. People with Problem	3. Current Solution(s)	4. Channels	6. Unfair Advantage(s)
		<u>What's wrong with them?</u>	5. Need to Succeed	
7. Revenue Streams			8. Cost Structure	

## **LaunchNET Lean Startup Canvas - Notes**

### **1. Problem to Solve**

- What problem are you trying to solve for customers?
- What specifically frustrates people about this issue?

### **2. People with the Problem**

- Who has this problem?
- Who are the people who would pay for a way to fix it?
- What makes them especially susceptible to this problem?
- What would stop these people from using your solution?

### **3. Current Solution(s)**

- How are people dealing with this problem now?
- Are they just ignoring it, thinking it can't be solved?
- What are some other ways of approaching the problem?
- What's wrong with the current solutions, that make it not ideal?
- What makes your solution better?
- What details have you noticed about the "solutions" or the people using them?

### **4. Channels**

- How would the people in #2 access your solution?
- Where do those people already shop, spend time, have the problem?

### **5. Need to Succeed**

- What do you need in order to provide your solution, in terms of time, materials, talents, resources?
- What do you already have access to?
- What are some creative ways to get access to the others?

### **6. Unfair Advantage(s)/ Unique Value Proposition**

- How is your solution an improvement over others?
- What makes your solution a "must-have" for the relevant audience?
- How will you help potential customers easily adopt your solution?
- What's your "secret sauce"?

### **7. Revenue Streams**

- How will you make money from this solution?
- What other ways can you package or sell access to your solution?
- Could you simplify your solution to be able to sell it more quickly?
- Can you adapt your solution for different audiences?

### **8. Cost Structure**

- What costs will you have to provide the solution?
- How will you charge customers?
- Don't forget about maintenance & upkeep, not just initial set-up costs.