

# Lean Canvas – how to

## ■ Start with “Problem” and “Customer Segments”

- Figure if you have a problem worth solving, and one that enough people would want to buy
- Address “**Current ways**” of solving these problems, how do people get by today
- Address “**Early adapters**”. Of the potential customers you identify, what characterizes those that are likely adopt your solution quickly?

## ■ Then focus on the “Unique Value Proposition”

- A short, very clear statement that captures the audience
- Expand with examples or a larger explanation

## ■ Then describe the “Solution”

- Pick out the 3-5 top level features or qualities

## ■ Then the “Channels”

- How are you going to find your customers and let them know of your offering?

## ■ Then “Cost” and “Revenue”

- Is there enough prospective revenue to balance the cost long term, so that it is a worthwhile pursuit

## ■ Then “Key Metrics”

- What very few things are you going to measure to see if you business in on the way to success or failure?

## ■ Finally “Unfair Advantage”

- Do you have something, that is uniquely yours and that is not easily stolen or copied

## ■ “Risk & Constraints”

- We have added a container at the bottom called “Risk & Constraints”, as we find that very often people will identify various risks or limiting factors in your conversations with them, and we want to capture them ASAP

### Sample Real Estate Business - First Canvas

<p><b>PROBLEM</b></p> <p>New baby needs his/her own room</p> <p>Need space for grandparents to stay when they come to help</p> <p>New to living from a single income or transitioning to single income.</p> <p><b>1</b></p>	<p><b>SOLUTION</b></p> <p>End to end financial analysis, budgeting and forecasting to ensure that they don't over-extend financially</p> <p>Knowledge of baby development and space needs as the baby grows.</p> <p>Knowledge related to retirement investing and multi-owner properties</p> <p><b>3</b></p>	<p><b>UNIQUE VALUE PROPOSITION</b></p> <p>I am a Tucson, Arizona native, father focused on helping parents make the huge leap from couple to family and to a single income.</p> <p><b>2</b></p>	<p><b>UNFAIR ADVANTAGE</b></p> <p>I am the chair of many of the support groups in Tucson.</p> <p>I am a Tucson, Arizona native. I understand the area WELL.</p> <p><b>7</b></p>	<p><b>CUSTOMER SEGMENTS</b></p> <p>New families with one child, living/shopping in zip codes 85712 and 85713 with an income of at least \$75k /year</p> <p><b>1</b></p>
<p><b>KEY METRICS</b></p> <p>Weekly newsletter sign-ups</p> <p>Weekly new client leads / inquiries</p> <p>Number of offers submitted</p> <p>Conversion rate</p> <p>Number of weekly showings</p> <p>Number of new referrals</p> <p><b>6</b></p>		<p><b>CHANNELS</b></p> <p>New Parent's Network</p> <p>Just for dads support group</p> <p>First steps/parent connection group</p> <p>Local parenting web sites / forums / blogs</p> <p>Facebook</p> <p>Blog</p> <p>Newsletter</p> <p><b>4</b></p>		<p><b>1</b></p>
<p><b>COST STRUCTURE</b></p> <p>Web site / hosting</p> <p>Group memberships</p> <p>Marketing / advertising</p> <p>Time related to participating in support groups</p> <p>Phone line</p> <p>Sub-contractors (for areas where I need technical help)</p> <p><b>5</b></p>			<p><b>REVENUE STREAMS</b></p> <p>Sales commissions</p> <p>Referrals to other agents</p> <p>Referrals to financial analyst</p> <p>Referrals to investment brokers</p> <p>Sales of new parent eBooks</p> <p><b>5</b></p>	
<p><b>RISK &amp; CONSTRAINTS</b></p>				

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