



# Lean Canvas Business Template

Lean Canvas is a simple business plan method adapted from the Business Model Canvas by Alexander Osterwalder. The plan features a number of key sections to help you map out the important areas that will help you turn a business idea into a successful business. Take some time and fill out the sections on the following pages.



[www.maganda-makers.mn.ca/](http://www.maganda-makers.mn.ca/)



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Empowering Kimberley Indigenous Women  
to build wealth through business

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Problem

Solution

Unique Value Proposition

Unfair Advantage

Customer Segments

Channels

Key Metrics

Cost Structure

Revenue Streams



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**PROBLEM** / What are the key problems that your offering solves for your customers?

**CUSTOMER SEGMENTS** / Who is your Target market? What are the smaller segments of your target market that need what you offer?

**UVP** / What is your unique value proposition to your customers? What makes your brand, product or service different from your competitors?

**SOLUTION** / What is your solution to your customers' problems? What do your customers actually want or need?

**CHANNELS** / What marketing and advertising channels are you going to use to reach your target market? List all the digital and offline channels your target market would be found on.

**REVENUE STREAMS** / What are your income streams going to be? How are you going to price or package up your product or services?

**COST STRUCTURE** / What are your costs going to be in order to run your business? These need to be factored into your pricing.

**KEY METRICS** / What metrics are you going to use in order to monitor how your business is performing? Eg. Insights, Google Adwords

**UNFAIR ADVANTAGE** / What do you have that no other competitor has? What are those unique defining factors in your brand such as staff, location, product, service, team etc.

The Lean Canvas is just a starting point but it gets you thinking and mapping out some of the most important and foundational parts of your business. It can help you build a successful business.