

Lean Canvas for Small Business Marketing

Problems / Pain Points:

Which three biggest problems or pain points are you addressing?

Solutions:

In what ways can your product or service solve your customers' problems?

Unique Value Proposition:

A single, clear, compelling message that states why you are different and worth buying.

Unfair Advantage:

How do you deter copycats and competitors?

Customer Segments:

Which personas are you targeting specifically?

Key Metrics:

How do you measure your key marketing activities?

Channels:

What are the different paths to your customers?

Cost Structure:

*Customer acquisition costs
Distribution costs
Overhead costs*

Revenue Streams:

*Revenue model
Customer lifetime value
Gross margins*