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| **Lean Canvas Title:** | | | | |
| **1. AGENCY PROBLEM / NEED**  List your customer’s top 3 problems/needs.  **LAB’S PROBLEM / NEED**  **ALTERNATIVES / COMPETITORS**  List how these problems are solved today. | **4. SOLUTION**  Outline a possible solution for each problem. | **3. ELEVATOR PITCH**  Clear, compelling message that turns an unaware customer into an interested one. Focus on customer, needs and benefits. | **9. UNFAIR ADVANTAGE**  What does the Lab uniquely have that would allow us to win with your proposed product? Something that can’t be easily copied or bought. | **2. CUSTOMER SEGMENTS**  List your target customers.  **EARLY ADOPTERS**  Which customer segment is likely to be your early adopter? |
| **6. STAKEHOLDERS & NEIGHBOURS**  Who are the key partners (internal and external) people you’ll need help from? | **5. CHANNELS**  How will you reach your customers? |
| **7. COST STRUCTURE**  List the costs for building and maintaining the product. | |  | **8. VALUE/SUCCESS METRICS**  How is value created and what metrics will you use to measure that value? Use the Service Lab’s Measurement framework. | |
| **Author:** | | Role: | **Date proposed:** | |
| **Peer reviewer:** | | Role: | **Date reviewed:** | |

Instructions

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| **Box 1 - What’s the Problem?**  Identify your customer's top 3 problems and how they get around those problems today. You want to think about customers problems (not yours or the Lab’s), and whatever you do, focus on the problems, not the solution.  Think also about what evidence you can gather to prove there is a real problem, a need, or a demand, for the idea you have.  **Box 2 - What Customer Segments are you solving the problem for?**  Choose your primary customers are. Of the ones you choose, now select the customer segment that you believe will adopt/use/want your product the most. This is your Early Adopter market.  **Box 3 - What’s your Elevator Pitch?**  A great UVP gets inside the head of your customer and describes the value proposition from their world view. It also:   * Brings clarity: Instead of trying to be all things to all people, it forces answers to tough questions about what the product is and who it’s for * It makes you focus on the customer: By bringing focus into what the product does and why, you’ll gain valuable insight into what’s compelling about the product you’re your customers want it in the first place * It gets to the point: Like a laser, the elevator pitch cuts through crap and gets to the heart of what the product is about   **Box 4 – The Solution**  Describe the top features or capabilities that will address the top problems. Don’t get carried away with fully defining your solution, just outline a possible solution for each key problem.  These features will form the basis of your Minimum Viable Product or MVP. A MVP is the smallest feature set that you can launch that delivers value to your customers.  **Tip**: Don't confuse your MVP with a minimal product. Your MVP needs to address your top problems and deliver on your Unique Value Proposition.  **Box 5 – How will customers get to your product?**  Channels are how you reach your customers so what distribution channels will you need (advertising, billboards, online, etc). Do you need help from Marketing to identify ideas to reach your target customers? | **Box 6 – Stakeholders and neighbours**  Knowing who you need help from or will need to interact with to get your product idea to market is really important, so jot down all internal and external people you will need to work with. You should also write down key people or agencies who should be kept in the loop.  **Box 7 – Cost Structure**  We know it’s a bit hard to accurately calculate costs this early in the process, but try to get sense of them. Key items will be:   * What people internally do you need? * Do you need external suppliers/vendors? * Do you need to purchase physical goods? * Will you need Marketing to spend money on a campaign?   Try brainstorming with a colleague. Use sticky notes to come up with a list of the items then put rough costs against them. Aim for a +/-30% view on costs which include launching the product and looking after it post launch.  **Box 8 - Revenue / Value Metrics**  What are the measures of success of what you are trying to achieve. For purely commercial products, use Pirate metrics (AARRR)   * Acquisition (customers finding us) * Activation (customers having a great first experience) * Retention (customers happy enough to come back) * Revenue (customers willing to part with $$) * Referral (customers happy enough they tell someone about it or us).   **Box 9 – Unfair Advantage**  Finally, can you find something special or unique about your idea that will make it difficult for any competition that might be out there. This is usually the hardest section to fill in which is why it's last. It needs to be unique, something that can’t be copied or bought. Why will you make something that no one else can? |