

Sterling Entrepreneur Help

Section 1: Lean Canvas

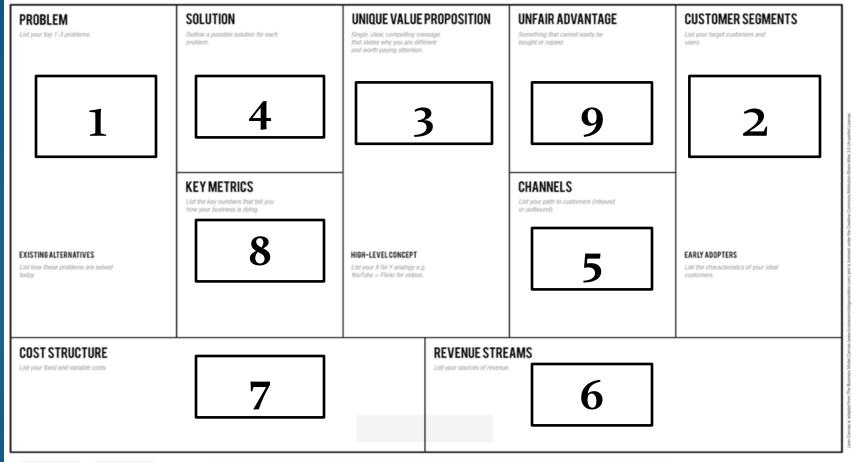
Section 2: Business Model Canvas

Section 3: Business Model Canvas Resources

Section 4: Four Collaborative Resources

Purpose

Help others become entrepreneur-self-reliant for life.









1. Problem: This is not your problem but the problem of your customer segment that you solve.

PROBLEM List your top 1-3 problems.	SOLUTION Outline a possible solution for each problem.	UNIQUE VALUE PROPOSITION Single, clear, compelling message that states unjoy our are different and worth paying attention.		UNFAIR ADVANTAGE Something that cannot easily be bought or copied.	CUSTOMER SEGMENTS Lite your target customers and users.
1					
	KEY METRICS List the key numbers that tell you how your business is doing.			CHANNELS List your path to customers (indound or authornal).	
EXISTING ALTERNATIVES Lost have breas problems are solved boday.		HIGH-LEVEL CONCEPT List your X for Y analogy e.g., You fill be - Flich's for sideos.			EARLY ADDPTERS Let the characteristics of year ideal continents.
COST STRUCTURE Los your lised and revision costs.			VENUE STRE.		



Lean Canvas

2. Customer Segments: Customer segments are not the whole world. You need to target your customer segments. Use a new canvas for each customer segment you identify.

SOLUTION Cuttine a possible solution for each problem.	UNIQUE VALUE I Single, clear, competting mes that states why you are differ and worth paying attention.	1807	UNFAIR ADVANTAGE Something that cannot assily be bought or capied.	CUSTOMER SEGMENTS List your largest customers and seers.
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	HIGH-LEVEL CONCEPT Lot your X for Y analogy e.g. You'lube — Flichr for vidron.			EARLY ADDPTES Last the characteristics of your stead coefficience.
		REVENUE STRE		I
	Continue a prosider establishe for each production. KEY METRICS List the key requires that fell pay	Colore a proadle actiditie for each problem. Early, course corrections and activities and activities are problem. KEY METRICS Lat to be a reaction that self your house problems are above processing and the problems. MON-LEVEL CONCEPT Lat your facilities in driving and activities are also problems.	Continue a procedure consistent for exacts procedure as the continue of the co	CHANNELS Life for key numbers and dark of a cash purphers. KEY METRICS Life for key numbers that deri are to a reflection and the cash purphers and the cash purphers. WHINTELS Life for key numbers that deri are to a form. WHINTELS Life for key numbers that deri are to a form. WHINTELS Life for key numbers to derify as to a form. WHINTELS Life for key numbers to derify. REVENUE STREAMS

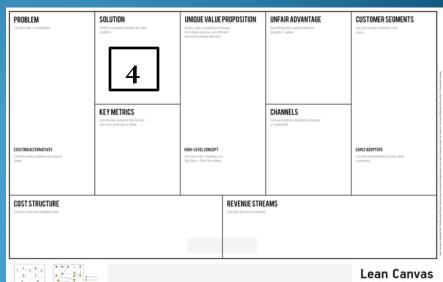
3. Unique Value Proposition: A unique value proposition is what makes you stand out, your compelling message, why you are different.

PROBLEM List year top 1-3 problems.	SOLUTION Cutting a possible solution for each problem.	UNIQUE VALUE PROPOSITION Single, clear, competing message that alkales only you are different and worth purpose attention.	UNFAIR ADVANTAGE Something that cannot easily be bought or capied.	CUSTOMER SEGMENTS List your target custamers and steez.
	KEY METRICS Last the key wandlers that but you have your business at dainy.	3	CHANNELS List pay pain to continues indexed or indiseased.	
EXISTING ALTERNATIVES Let have these problems are solved today.		HIGH-LEVEL CONCEPT List you X for 'a malogy e.g. You'likee = Picks' for visitors.		EARLY ADDPTERS List the characteristics of your ideal customers.
COST STRUCTURE Last your fined and residence cases.		REVENUE STRI Last your sources of revenue		

Lean Canvas

4. Solution: Define your solution once you have found it. Have your solution start out as a Minimum Viable Product (see book and Web site on the last

slide of this presentation).



5. Channels: Your channel is the way your customer segment finds and knows who you are and the way you deliver your product or service.

PROBLEM List your top 1-3 problems.	SOLUTION Cutine a possible solution for each problem.	UNIQUE VALUE Single, clear, compelling me that states why you are diffe and worth paying attention.	15007	UNFAIR ADVANTAGE Government easily be brought or copied.	CUSTOMER SEGMENTS List your target customers and store.
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COST STRUCTURE Last your fixed and variable costs.			REVENUE STRE		
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6. Revenue Streams: Get to know your Revenue Model, Lifetime Value, Revenue, and Gross Margin (see book and Web site).

PROBLEM Late year to 1-3 professions.	SOLUTION Use a parallel solution for each problem.	UNIQUE VALUE PROPOSITION Copy. Onc. converting common and distance on your or citizened and distance on your or citizened and distance on your or citizened	UNFAIR ADVANTAGE Counting that quantit mainly law Counting that capital Counting that ca	CUSTOMER SEGMENTS Last year traped conditioners and
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COST STRUCTURE Last pure finand and extension costs.		REVENUE STRE		
1 4 3 9 2				Lean Canvas

7. Cost Structure: Learn about Customer Acquisition Costs, Distribution Costs, and Hosting (see book and Web site).

PROBLEM Last year to 1-3 proteinms	SOLUTION Culture a passible solution for each problem.	UNIQUE VALUE PROPOSITION Engle, direct companing amount and exercise property amount and exercise purpose administration and exercise purpose administration.	UNFAIR ADVANTAGE Something that assend month has been discounted by the beautiful or expendit.	CUSTOMER SEGMENTS List and ray of customers and customers.
EXISTINGALITERATIVES Let have these produtions are solved holing.	KEY METRICS List the key numbers that last year how your business is during.	INSIN-LEVEL CONCEPT Law your X-P and you you be wiseless - POST for widon.	CHANNELS Let you got be continued phonod or defined.	EARLY ADDPTESS List for draws breakfast of your should confidence.
COST STRUCTURE Last year fined and extension costs.	7	REVENUE STF. Litt your bourse of rese		

8. Key Metrics: List the Key Numbers (see book and Web site) that tell you how your business is doing.

PROBLEM List year top 1-3 problems.	SOLUTION Curior a possible solution for each problem.	UNIQUE VALUE. Single, clear, competing me that states why you are different north paying attention.	15007	UNFAIR ADVANTAGE Something that carried easily be bought or capital.	CUSTOMER SEGMENTS List your largest auditomore and
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COST STRUCTURE Last your fined and remaille costs.			REVENUE STRE		

9. Unfair or Competitive Advantage: A competitive advantage is something you offer that cannot easily be copied (see book and Web site).



All nine fields in The Lean Canvas are assumptions until you get out of the building and validate them (see book and Web site below).

For the big picture on The Lean Canvas, read Running Lean by Ash Maurya and see http://leanstack.com/

If you have good results, progress to The Business Model Canvas.