

Lean Business Model Canvas

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Compelling Problem	Solution	Unique Value Proposition Why you are different and worth getting attention	Unfair Advanta Not easily copied or bought	age	Customer S 2 Sided? (v	
Alternatives	Key Metrics Acquisition Activation Retention Revenue Referral		Channels	Direct Distributor OEM Retail VAR Web	First (Early / Segment:	Adopter)
Cost Structure	Interview 30-50 customers Build MVP Startup cost Cost to acquire a customer Capital costs Ongoing burn (fixed and variable costs)	Revenue	Usage Subso Lendir Licens Broke Adver	sales e fee cription fees ng/Renting/Leasing sing trage fees		Dynamic Pricing Negotiation Yield management Real-time market