# LaunchNET Lean Startup Canvas

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td><strong>What’s wrong with them?</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>5. Need to Succeed</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Revenue Streams</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Cost Structure</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Adapted from the Business Model Canvas ([strategyzer.com](http://strategyzer.com)) and the Lean Startup Canvas ([leanstack.com](http://leanstack.com))
LaunchNET Lean Startup Canvas - Notes

1. Problem to Solve
   • What problem are you trying to solve for customers?
   • What specifically frustrates people about this issue?

2. People with the Problem
   • Who has this problem?
   • Who are the people who would pay for a way to fix it?
   • What makes them especially susceptible to this problem?
   • What would stop these people from using your solution?

3. Current Solution(s)
   • How are people dealing with this problem now?
   • Are they just ignoring it, thinking it can’t be solved?
   • What are some other ways of approaching the problem?
   • What’s wrong with the current solutions, that make it not ideal?
   • What makes your solution better?
   • What details have you noticed about the “solutions” or the people using them?

4. Channels
   • How would the people in #2 access your solution?
   • Where do those people already shop, spend time, have the problem?

5. Need to Succeed
   • What do you need in order to provide your solution, in terms of time, materials, talents, resources?
   • What do you already have access to?
   • What are some creative ways to get access to the others?

6. Unfair Advantage(s)/ Unique Value Proposition
   • How is your solution an improvement over others?
   • What makes your solution a “must-have” for the relevant audience?
   • How will you help potential customers easily adopt your solution?
   • What’s your “secret sauce”?

7. Revenue Streams
   • How will you make money from this solution?
   • What other ways can you package or sell access to your solution?
   • Could you simplify your solution to be able to sell it more quickly?
   • Can you adapt your solution for different audiences?

8. Cost Structure
   • What costs will you have to provide the solution?
   • How will you charge customers?
   • Don’t forget about maintenance & upkeep, not just initial set-up costs.

Adapted from the Business Model Canvas (strategyzer.com) and the Lean Startup Canvas (leanstack.com)