



This tool is designed for developing a product, service, or business model. The aim is to define and build a solution as quickly as possible, in an iterative process, to determine if the solution satisfies user needs in a meaningful way.

DIY: BUSINESS MODEL (LEAN) CANVAS

Project/Problem Area:

Date and Time:



DT-BMC-37

THE CORE PROBLEM & SOLUTION (WHO & WANTS)

THE METRICS (WANTS)

THE VALUE (FOR)

THE CUSTOMER (BECAUSE)

KEY PARTNERS



KEY ACTIVITIES



VALUE PROPOSITIONS



CUSTOMER RELATIONSHIP



CUSTOMER SEGMENTS



KEY RESOURCES



CHANNELS



COST STRUCTURE



REVENUE STREAM

