



# Sterling Entrepreneur Help

**Section 1: Lean Canvas**

**Section 2: Business Model Canvas**

**Section 3: Business Model Canvas Resources**

**Section 4: Four Collaborative Resources**

# Purpose

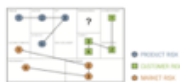
Help others become  
entrepreneur-self-reliant  
for life.

# The Lean Canvas

<p><b>PROBLEM</b> <i>List your top 1-3 problems.</i></p> <div data-bbox="175 522 421 686" style="border: 1px solid black; width: 127px; height: 115px; display: flex; align-items: center; justify-content: center; font-size: 48px; margin: 20px;">1</div> <p><b>EXISTING ALTERNATIVES</b> <i>List how these problems are solved today.</i></p>	<p><b>SOLUTION</b> <i>Outline a possible solution for each problem.</i></p> <div data-bbox="496 522 759 648" style="border: 1px solid black; width: 136px; height: 88px; display: flex; align-items: center; justify-content: center; font-size: 48px; margin: 20px;">4</div> <p><b>KEY METRICS</b> <i>List the key numbers that tell you how your business is doing.</i></p> <div data-bbox="496 808 759 933" style="border: 1px solid black; width: 136px; height: 88px; display: flex; align-items: center; justify-content: center; font-size: 48px; margin: 20px;">8</div>	<p><b>UNIQUE VALUE PROPOSITION</b> <i>Single, clear, compelling message that states why you are different and worth paying attention.</i></p> <div data-bbox="819 535 1095 661" style="border: 1px solid black; width: 143px; height: 88px; display: flex; align-items: center; justify-content: center; font-size: 48px; margin: 20px;">3</div> <p><b>HIGH-LEVEL CONCEPT</b> <i>List your X for Y analogy e.g. YouTube = Flickr for videos.</i></p>	<p><b>UNFAIR ADVANTAGE</b> <i>Something that cannot easily be bought or copied.</i></p> <div data-bbox="1172 535 1418 661" style="border: 1px solid black; width: 127px; height: 88px; display: flex; align-items: center; justify-content: center; font-size: 48px; margin: 20px;">9</div> <p><b>CHANNELS</b> <i>List your path to customers (inbound or outbound).</i></p> <div data-bbox="1172 823 1418 949" style="border: 1px solid black; width: 127px; height: 88px; display: flex; align-items: center; justify-content: center; font-size: 48px; margin: 20px;">5</div>	<p><b>CUSTOMER SEGMENTS</b> <i>List your target customers and users.</i></p> <div data-bbox="1489 522 1754 686" style="border: 1px solid black; width: 137px; height: 115px; display: flex; align-items: center; justify-content: center; font-size: 48px; margin: 20px;">2</div> <p><b>EARLY ADOPTERS</b> <i>List the characteristics of your ideal customers.</i></p>
<p><b>COST STRUCTURE</b> <i>List your fixed and variable costs.</i></p> <div data-bbox="496 1076 759 1202" style="border: 1px solid black; width: 136px; height: 88px; display: flex; align-items: center; justify-content: center; font-size: 48px; margin: 20px;">7</div>		<p><b>REVENUE STREAMS</b> <i>List your sources of revenue.</i></p> <div data-bbox="1172 1093 1418 1219" style="border: 1px solid black; width: 127px; height: 88px; display: flex; align-items: center; justify-content: center; font-size: 48px; margin: 20px;">6</div>		



CANVAS FILL ORDER



RISK ITERATION PATH


**Lean Canvas**

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# The Lean Canvas

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

<b>PROBLEM</b> <i>List your top 1-3 problems.</i>	<b>SOLUTION</b> <i>Outline a possible solution for each problem.</i>	<b>UNIQUE VALUE PROPOSITION</b> <i>Single, clear, compelling message that states why you are different and worth paying attention.</i>	<b>UNFAIR ADVANTAGE</b> <i>Something that cannot easily be thought or copied.</i>	<b>CUSTOMER SEGMENTS</b> <i>List your target customers and users.</i>
<b>1</b>	<b>KEY METRICS</b> <i>List the key numbers that tell you how your business is doing.</i>	<b>HIGH-LEVEL CONCEPT</b> <i>List your 3 top 4 phrases in 2-3 words - PICK 4 for notes.</i>	<b>CHANNELS</b> <i>List your path to customers (inbound or outbound).</i>	<b>EARLY ADOPTERS</b> <i>List the characteristics of your ideal customers.</i>
<b>EXISTING ALTERNATIVES</b> <i>List how these problems are solved today.</i>				
<b>COST STRUCTURE</b> <i>List your fixed and variable costs.</i>		<b>REVENUE STREAMS</b> <i>List your sources of revenue.</i>		

 **Lean Canvas**  
Created by AshRAF / 3rd version available at [www.leancanvas.com](http://www.leancanvas.com)

# The 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.

<b>PROBLEM</b> <small>List your top 3-4 problems.</small>	<b>SOLUTION</b> <small>Outline a possible solution for each problem.</small>	<b>UNIQUE VALUE PROPOSITION</b> <small>Single, clear, compelling message that states why you are different and worth paying attention.</small>	<b>UNFAIR ADVANTAGE</b> <small>Something that competitors may be thought of as good.</small>	<b>CUSTOMER SEGMENTS</b> <small>List your target customers and needs.</small>
<b>EXISTING ALTERNATIVES</b> <small>List how these problems are solved today.</small>	<b>KEY METRICS</b> <small>List the key numbers that tell you how your business is doing.</small>	<b>HOW-LEVEL CONCEPT</b> <small>List your fit for 1 strategy (e.g. YouTube - Flickr for videos).</small>	<b>CHANNELS</b> <small>List your path to customers (direct or indirect).</small>	<b>EARLY ADOPTERS</b> <small>List the characteristics of your ideal customers.</small>
<b>COST STRUCTURE</b> <small>List your fixed and variable costs.</small>			<b>REVENUE STREAMS</b> <small>List your sources of revenue.</small>	

1 4 5 2  
8 5  
7 6

Lean Canvas

Created by AshRAF. If there's a version available at [www.lean-canvas.com](http://www.lean-canvas.com)

# The Lean Canvas

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

<b>PROBLEM</b> <small>List your top 3-4 problems.</small>	<b>SOLUTION</b> <small>Outline a possible solution for each problem.</small>	<b>UNIQUE VALUE PROPOSITION</b> <small>Single, clear, compelling message that states why you are different and worth paying attention.</small>	<b>UNFAIR ADVANTAGE</b> <small>Something that competitors may be thought of as good.</small>	<b>CUSTOMER SEGMENTS</b> <small>List your target customers and users.</small>
<b>EXISTING ALTERNATIVES</b> <small>List how these problems are solved today.</small>	<b>KEY METRICS</b> <small>List the key numbers that tell you how your business is doing.</small>	<b>HIGH-LEVEL CONCEPT</b> <small>List your fit for 1 strategy fit (e.g. YouTube + Flickr for slides).</small>	<b>CHANNELS</b> <small>List your path to customers (direct or indirect).</small>	<b>EARLY ADOPTERS</b> <small>List the characteristics of your ideal customers.</small>
<b>COST STRUCTURE</b> <small>List your fixed and variable costs.</small>			<b>REVENUE STREAMS</b> <small>List your sources of revenue.</small>	

1 2 3 4 5 6 7 8 9 10  
11 12 13 14 15 16 17 18 19 20  
21 22 23 24 25 26 27 28 29 30  
31 32 33 34 35 36 37 38 39 40  
41 42 43 44 45 46 47 48 49 50

Lean Canvas  
Created by AshRAF. If there's a version available at [www.lean-canvas.com](http://www.lean-canvas.com)

# The 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).

<b>PROBLEM</b> <small>List your top 1-3 problems.</small>	<b>SOLUTION</b> <small>Outline a possible solution for each problem.</small> <div style="text-align: center; border: 2px solid black; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center;"><b>4</b></div>	<b>UNIQUE VALUE PROPOSITION</b> <small>Single, clear, compelling message that states why you are different and worth paying attention.</small>	<b>UNFAIR ADVANTAGE</b> <small>Something that cannot easily be bought or copied.</small>	<b>CUSTOMER SEGMENTS</b> <small>List your target customers and users.</small>
<b>EXISTING ALTERNATIVES</b> <small>List how these problems are solved today.</small>	<b>KEY METRICS</b> <small>List the key numbers that tell you how your business is doing.</small>	<b>HIGH-LEVEL CONCEPT</b> <small>List your fit for 1 analogy e.g. YouTube = Flickr for videos.</small>	<b>CHANNELS</b> <small>List your paths to customers (physical or digital).</small>	<b>EARLY ADOPTERS</b> <small>List the characteristics of your ideal customers.</small>
<b>COST STRUCTURE</b> <small>List your fixed and variable costs.</small>		<b>REVENUE STREAMS</b> <small>List your sources of revenue.</small>		

1 4 2 9 2  
8 5  
7 6 1 2 3 4 5 6 7 8 9 10 11 12 1 2 3 4 5 6 7 8 9 10 11 12

**Lean Canvas**  
Created by AshRAF of STRATA version available at [www.businessmodel.com](http://www.businessmodel.com)

# The Lean Canvas

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.

<b>PROBLEM</b> <small>List your top 1-3 problems.</small>	<b>SOLUTION</b> <small>Outline a possible solution for each problem.</small>	<b>UNIQUE VALUE PROPOSITION</b> <small>Single, clear, compelling message that states why you are different and worth paying attention.</small>	<b>UNFAIR ADVANTAGE</b> <small>Something that cannot easily be bought or copied.</small>	<b>CUSTOMER SEGMENTS</b> <small>List your target customers and users.</small>
<b>EXISTING ALTERNATIVES</b> <small>List how these problems are solved today.</small>	<b>KEY METRICS</b> <small>List the key numbers that tell you how your business is doing.</small>	<b>HIGH-LEVEL CONCEPT</b> <small>List your fit for 1 strategy fit (e.g. YouTube + Flickr for videos).</small>	<b>CHANNELS</b> <small>List your path to customers (direct or indirect).</small>	<b>EARLY ADOPTERS</b> <small>List the characteristics of your ideal customers.</small>
<b>COST STRUCTURE</b> <small>List your fixed and variable costs.</small>		<b>REVENUE STREAMS</b> <small>List your sources of revenue.</small>		

**5**

1 4 3 2  
8 5  
7 6 1 2 3 4  
5 6 7 8  
9 10 11 12

GENERAL USE CANVAS START-UP CANVAS

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# The Lean Canvas

## 6. Revenue Streams: Get to know your Revenue Model, Lifetime Value, Revenue, and Gross Margin (see book and Web site).

<b>PROBLEM</b> <i>List your top 3-4 problems.</i>	<b>SOLUTION</b> <i>Outline a possible solution for each problem.</i>	<b>UNIQUE VALUE PROPOSITION</b> <i>Single, clear, compelling message that states why you are different and worth paying attention.</i>	<b>UNFAIR ADVANTAGE</b> <i>Something that customers really do thought or expect.</i>	<b>CUSTOMER SEGMENTS</b> <i>List your target customers and agents.</i>
<b>EXISTING ALTERNATIVES</b> <i>List how these problems are solved today.</i>	<b>KEY METRICS</b> <i>List the key numbers that tell you how your business is doing.</i>	<b>HOW-LEVEL CONCEPT</b> <i>List your fit for 1 strategy (e.g. YouTube - Flickr for videos).</i>	<b>CHANNELS</b> <i>List your path to customers (direct or indirect).</i>	<b>EARLY ADOPTERS</b> <i>List the characteristics of your ideal customers.</i>
<b>COST STRUCTURE</b> <i>List your fixed and variable costs.</i>		<b>REVENUE STREAMS</b> <i>List your sources of revenue.</i>		

**6**

1 4 5 2  
8 5  
7 6 1 2 3 4 5 6 7 8 9 10 11 12

GENERAL USE CANVAS LEAN CANVAS

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# The Lean Canvas

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

<b>PROBLEM</b> <small>List your top 3 or problems.</small>	<b>SOLUTION</b> <small>Outline a possible solution for each problem.</small>	<b>UNIQUE VALUE PROPOSITION</b> <small>Single, clear, compelling message that states why you are different and worth paying attention.</small>	<b>UNFAIR ADVANTAGE</b> <small>Something that competitors may be thought or copied.</small>	<b>CUSTOMER SEGMENTS</b> <small>List your target customers and users.</small>
<b>EXISTING ALTERNATIVES</b> <small>List how these problems are solved today.</small>	<b>KEY METRICS</b> <small>List the key numbers that tell you how your business is doing.</small>	<b>HOW-LEVEL CONCEPT</b> <small>List your fit for 1 strategy (e.g. YouTube + Flickr for slides).</small>	<b>CHANNELS</b> <small>List your path to customers (direct or indirect).</small>	<b>EARLY ADOPTERS</b> <small>List the characteristics of your ideal customers.</small>
<b>COST STRUCTURE</b> <small>List your fixed and variable costs.</small>		<b>REVENUE STREAMS</b> <small>List your sources of revenue.</small>		

**7**

1 4 5 8 2  
3 6 7  
9

1 2 3 4 5 6 7 8 9  
10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

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# The Lean Canvas

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

<b>PROBLEM</b> <small>List your top 3-4 problems.</small>	<b>SOLUTION</b> <small>Outline a possible solution for each problem.</small>	<b>UNIQUE VALUE PROPOSITION</b> <small>Single, clear, compelling message that states why you are different and worth paying attention.</small>	<b>UNFAIR ADVANTAGE</b> <small>Something that competitors may be thought of as good.</small>	<b>CUSTOMER SEGMENTS</b> <small>List your target customers and users.</small>
<b>EXISTING ALTERNATIVES</b> <small>List how these problems are solved today.</small>	<b>KEY METRICS</b> <small>List the key numbers that tell you how you are doing.</small> <div style="border: 2px solid black; padding: 5px; display: inline-block; font-size: 2em; font-weight: bold;">8</div>	<b>HOW-LEVEL CONCEPT</b> <small>List your fit for 1 strategy fit (e.g. YouTube + Flickr for photos).</small>	<b>CHANNELS</b> <small>List your path to customers (direct or indirect).</small>	<b>EARLY ADOPTERS</b> <small>List the characteristics of your ideal customers.</small>
<b>COST STRUCTURE</b> <small>List your fixed and variable costs.</small>		<b>REVENUE STREAMS</b> <small>List your sources of revenue.</small>		


1 4 2 3 5 6 7 8 9 1 2 3 4 5 6 7 8 9 1 2 3 4 5 6 7 8 9

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# The Lean Canvas

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

<b>PROBLEM</b> <small>List your top 1-3 problems.</small>	<b>SOLUTION</b> <small>Outline a possible solution for each problem.</small>	<b>UNIQUE VALUE PROPOSITION</b> <small>Single, clear, compelling message that states why you are different and worth paying attention.</small>	<b>UNFAIR ADVANTAGE</b> <small>Something that cannot easily be bought or copied.</small>	<b>CUSTOMER SEGMENTS</b> <small>List your target customers and users.</small>
<b>EXISTING ALTERNATIVES</b> <small>List how these problems are solved today.</small>	<b>KEY METRICS</b> <small>List the key numbers that tell you how your business is doing.</small>	<b>HIGH-LEVEL CONCEPT</b> <small>List your fit for 1 strategy fit: YouTube + Flickr for videos.</small>	<b>CHANNELS</b> <small>List your path to customers (inbound or outbound).</small>	<b>EARLY ADOPTERS</b> <small>List the characteristics of your ideal customers.</small>
<b>COST STRUCTURE</b> <small>List your fixed and variable costs.</small>		<b>REVENUE STREAMS</b> <small>List your sources of revenue.</small>		

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# The Lean Canvas

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*.