Ideation workshop (Lean Canvas)

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What is the lean canvas?

- Business plan template used to deconstruct your ideas into key assumptions.

Why do people use it?

Helps you portray your ideas

You can share it to obtain feedback

Allows you to iterate and refine it.
<table>
<thead>
<tr>
<th>EXISTING ALTERNATIVES</th>
<th>KEY METRICS</th>
<th>PROPOSITION</th>
<th>ADVANTAGE</th>
<th>SEGMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>List how these problems are solved today</td>
<td>List key numbers telling how your business is doing today</td>
<td>Single, clear, compelling that turns an unaware visitor into an interested prospect</td>
<td>Something that can't be easily copied or bought</td>
<td>List your target customers and users</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HIGH LEVEL CONCEPT</th>
<th>CHANNELS</th>
<th>EARLY ADOPTERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>List your X for Y (e.g. YouTube, Flickr for videos)</td>
<td>List your path to customers</td>
<td>List characteristics of your ideal customer</td>
</tr>
</tbody>
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<tr>
<th>COST STRUCTURE</th>
<th>REVENUE STREAMS</th>
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<tr>
<td>List your fixed and variable costs</td>
<td>List your sources of revenue</td>
</tr>
</tbody>
</table>
Problem

• What’s the problem your customer is facing?

• How do your customers experience this problem?

• How is this problem currently being solved today?

Existing Alternatives

• Who else is offering a solution to the problem? (Your competitors)
Customer Segments

• Who are your clients? Who is going to have that problem?
• What types of customer do you have? (users, customers, both)

Early Adopters

• Who is your ideal client? (Specify the actual people who will be the first to use your product and provide feedback)

Example: (Google)

User: you, me searching for information
Customer: web page result, companies, shopping featured companies - paying money to be on top of the page
Unique Value Proposition

• Describe the uniqueness of your product

• What do you have to offer and why would someone care?

• How would you state why you’re different?

High Level Concept

• Short and simple statement about your products concept (be precise about what you can offer.)

Example:
Instant clarity headline = End result customer wants + Specific period of time + Address objections

Hot fresh pizza delivered to your door in 30 minutes or it’s free.
Solution

• How do you solve the problem?

• What will the customer receive?

• What will the customer experience?
Channels

• How will you reach your target audience?

• How will you get their attention?

• How will you teach them about your product?

• How do you get your product to the market?
Revenue Streams

• How will you be making money?
• What are the fundamental units involved in the revenue side of the business?
• How are you going to be charging your customers?

Subscription | Advertising | Franchise | Cash per product/service
Cost Structure

• What is it necessary for you to pay for and how much will it cost you?

• What are your fixed costs (rent, salaries, loans, etc.) and variable costs (raw materials, delivery costs, commissions, etc.)?
Key Metrics

• Measure the progress of your business

• What are the measures that will help you know whether or not you will make money in year one?

• Do users come backs? Do users tell others? How do you make money? Do user have a great first experience?
## Unfair Advantage

What do you have that no one can copy?

- Insider information
- The right “expert” endorsements
- A dream team
- Personal authority
- Large network effects
- Community
- Existing customers
- Strategic partners
Recommendations

You can sketch your canvas in 15-30 minutes.

It's okay to leave sections blank.

Be concise (Aim to fit your canvas on a single page.)
Questions?