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| **SIREE LEAN MODEL CANVAS** | | | | | |
| **PROBLEM** | **SOLUTION** | **UNIQUE VALUE PROPOSITION** | | **UNFAIR ADVANTAGE** | **CUSTOMER SEGMENTS** |
| List the top 2-4 problems your customer is facing that you want to address | Outline the solution your idea offers to address each of the problems you’ve identified. | Single, clear message that states why you are different to the competition | | What you have that can’t easily be bought or copied? E.g. a skill, a location, an invention with a unique element that can be patented. | List your target customers and users. Note – a user and a customer might be different people. Think of nappies – the user is the baby; the customer is the carer. |
| **KEY METRICS** | | **CHANNELS** |
| How will you measure the success of your business? Examples might include number of products sold or number of people using the service. | | How will you reach your customers? i.e. which marketing methods will you use. |
| **COST STRUCTURE** | | | **REVENUE STREAMS** | | |
| What are the different areas you’ll need to spend money on to launch and maintain your business? i.e. staff costs, renting space, buying stock, maintaining computer software. | | | List the different ways you could make money from your idea, e.g. by selling a product directly to customers, charging for a service. | | |