

Lean Launch Canvas

Problem:

User Segments:

User Goal:

Current Solution #1:

Current Solution #2:

Current Solution #3:

Why Users Pick #1

Problems With #1

Why Segments Use #2

Problems With #2

Why Segments Use #3

Problems With #3

Current Solution #4:

Current Solution #5:

Current Solution #6:

Why Segments Use #4	Problems With #4	Why Segments Use #5	Problems With #5	Why Segments Use #6	Problems With #6

Lean Launch Prototype		
Name of New Offering:		Description:
Value Proposition:		Prototype Sketch
Ranked Necessary Attributes 1. 2. 3. 4.	Ranked Problem Solving Attributes 1. 2. 3. 4.	

5.	5.	
6.	6.	
7.	7.	
8.	8.	
9.	9.	
10.	10.	
11.	11.	
12.	12.	