

Lean Canvas

What is a lean canvas? It's a straightforward one-page business plan that explores and evaluates your business opportunities. Think of it as a stripped down version of a robust business plan that takes less time and resources to create.

Benefits of a lean canvas:

- Easy to complete
- Zero to low cost to create
- Explores your business's internal strengths and external threats
- Provides a clear view of your business's potential profitability

Ready to create your own? A blank, editable lean canvas has been provided for you on page three. As you fill it out, follow the prompts in the lean canvas template on page two featuring examples of Andrea's (our fabricated, but celebrated Kajabi Hero) business teaching Spanish to mental health professionals.

Problem

Government	Percentage
Current government	100%
Previous government	0%

Existing Solutions

Responsibility Level	Percentage of Respondents
Not responsible at all	10%
Very little responsible	25%
Some responsible	45%
Most responsible	15%
Completely responsible	5%

Solution

Key Metrics

Responsibility Level	Percentage of Respondents
Not responsible at all	10%
Very little responsible	25%
Some responsible	45%
Most responsible	15%
Completely responsible	5%

Unique Value

High-Level

Cost Structure

Government	Percentage
Current government	85%
Previous government	15%

Problem

List the problem(s) your business and products are trying to address.

Keep problem statements short and to the point.

Andrea's Example:

1. Lack of Spanish-speaking social workers and mental health professionals in Spanish-speaking communities
2. Expensive Spanish classes
3. Spanish class availability
4. Lack of community and support when learning Spanish alone

Existing Solutions

In the same box, list the alternative solutions that already exist to address the problem(s).

Andrea's Example:

- Private, online Spanish classes
- Paseo Spanish immersion program
- Spanish books for mental health professionals

Solution

Outline the solutions your business will offer for each problem.

Once again, keep your solution statements simple and to the point.

Andrea's Example:

- Online Spanish courses
- One-on-one tutoring sessions
- Online community

Key Metrics

Here, list the key numbers that will help you measure how your business is performing.

Andrea's Example:

- Average revenue per user (ARPU)
- Number of customers
- Number of active community members

Unique Value Proposition

Write a concise and compelling message that conveys why your solution is different and worth purchasing.

Andrea's Example:

Online Spanish classes for mental health professionals available anytime and anywhere, taught by a native Spanish-speaking social worker and supported by an active online community!

High-Level Concept

In the same box, create a simple X for Y analogy that quickly conveys your business idea. Think of this as your elevator pitch!

Andrea's Example:

Affordable online Spanish courses and community for the mental health professional.

Unfair Advantage

List out the things that set your business apart from competition. Specifically, list elements that cannot be bought or copied!

Andrea's Example:

1. Spanish for mental health professionals taught by a native Spanish speaker and licensed social worker of 10+ years
2. An active, supportive online community of fellow mental health professionals
3. One-on-one private coaching with a respected expert in the social work field

Channels

List the ways in which you'll connect and communicate with customers.

Andrea's Example:

- Social media (Instagram, Facebook, LinkedIn, etc.)
- Email
- Word of mouth
- In-person events
- Online community

Customer Segments

List your ideal customer and users. Be specific!

Andrea's Example:

- Social workers
- Mental health professionals

Early Adopters

In the same box, list your ideal customer's characteristics.

Andrea's Example:

- Works in a mental health field
- Works in a diverse community with Spanish speakers
- Requires a Spanish translator while working with clients

Cost Structure

Here, list your fixed and variable costs.

This should include items required to get your business up and running, as well as long-term costs.

Andrea's Example:

- Kajabi: \$119/month for Basic plan
- Online course equipment: camera, microphone, video editing software, etc.
- Paid ads (sponsored social posts)

Revenue Streams

Take an inventory of all revenue sources.

Andrea's Example:

- Online courses
- Membership site/community
- Private tutoring

