**LEAN CAVNAS MODEL**

**Unfair Advantage**

Will your solution create an unfair advantage to others?

If so, who and why?

**Proposed Solution**

What key activities does our value proposition require?

Categories: production, problem solving, platform, and network

How does the solution relate back to SDGs?

**Key Metrics**

What key resources do the value proposition require?

Types of resources: physical, intellectual, human, and financial

**1. Problem**

What is the identified issue?

Who are the key stakeholders?

**Existing Alternatives**

Are there alternatives that are similar to your solution that already exist?

How do you fulfil a gap in other alternatives?

**Potential Revenue Streams**

For what value are our stakeholders really willing to pay? How much do they currently pay for an alternative?

Examples to consider: usage fee, list price, product feature costs, volume cost?

**Potential Costs**

What are the most important costs to our solution? Which key metrics are most expensive? Which key activities are most expensive?

Use the Lean Canvas Model to explain your design thinking about the identified issue and proposed solution.

**3. Unique Value Proposition**

What value are we delivering to the key stakeholders?

Which one of our stakeholder’s problems are we helping to resolves?

What service or product are we offering?

Which stakeholder needs are we fulfilling?

**High Level Concept**

How will the value added by the solution influence other factors such as competition between products/services, or perceptions that already exist in the community?

**2. Customer Segment**

For whom are we creating value?

Who are the most important stakeholders?

**Early adoptors**

Who do you think will be the first to use or implement your solution?

What characteristics do they have? What are they interested in?

**Channels**

Through which channels do our stakeholders want to be reached?

How are we reaching them now?

Which channels are cost-efficient?