

Map your entire business model on one page.

Background

Ash Maurya · *Running Lean* · 2012 · based on Osterwalder's BMC

The Lean Canvas forces you to articulate the problem, the customer, and the model before you build anything. Most founders discover at least one dangerous assumption they hadn't noticed. Fill it in pencil — it will change.

How to Run This

- 1 Start with Problem + Customer Segments. If you can't name a real person with a real pain, stop here.
- 2 Fill UVP last — most people write it first. It's actually the hardest box.
- 3 Flag every assumption you can't yet prove with a circle. Those are your experiment list.
- 4 Timebox to 20 minutes for a first draft. Speed reveals where you're guessing.
- 5 Revisit every two weeks. A changed canvas means you're learning.

Facilitator Tips

Common mistake

Starting with Solution. Force yourself to nail Problem and Customer Segments first.

What good looks like

"Finance managers at 20–50 person firms spend 4–6 hours per month reconciling expense reports manually." Specific beats vague.

When to move on

Once you've filled it in, your only job is to test the riskiest assumption as cheaply as possible.

About Wade Institute

Wade Institute of Entrepreneurship is Australia's leading centre for entrepreneurial education, based at the University of Melbourne. The Studio is Wade's free, AI-powered innovation workshop platform — making 24 structured frameworks available to anyone, each one facilitated by Pete, an AI coach trained in Wade's methodology.

Try this interactively in The Studio

Pete will guide you through the Lean Canvas in about 20 minutes — asking the questions that expose your assumptions and filling the canvas as you go. You'll leave with a completed canvas and a session report.

studio.wadeinstitute.org.au →

1 PROBLEM

Top 3 problems your customer has.

4 SOLUTION

Top 3 features that address the problem.

3 UNIQUE VALUE PROPOSITION

Single, clear, compelling message that states why you are different and worth paying attention to.

9 UNFAIR ADVANTAGE

Something that cannot easily be copied or bought.

2 CUSTOMER SEGMENTS

Target customers you are building for.

1a EXISTING ALTERNATIVES

How do customers solve these problems today?

8 KEY METRICS

Key activities and numbers you measure.

5 CHANNELS

How do you reach your customers?

2a EARLY ADOPTERS

Who will use this first? Their characteristics.

10 COST STRUCTURE

Fixed costs, variable costs, key expenses.

11 REVENUE STREAMS

How do you make money? Pricing model.