



LEAN CANVAS

Magic for your Business Plan

"Swiss Army Knife (or MAGIC) Tool for Planning, Promoting and Growing your Business."

Whether you are struggling with a business plan, trying to improve your marketing and promotional efforts or diversifying your revenue streams, the Lean Canvas can magically make your efforts more successful.



SMALL
BUSINESS
DEVELOPMENT
CENTER

San Mateo

College of San Mateo



“Lean Canvas: Magic Tool for Business Plans”

WELCOME AND INTRODUCTIONS

This presentation is brought to you by your SBDC San Mateo
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AGENDA

- Why Another Tool?
- What Good is it?
- Who Says it's Magical?

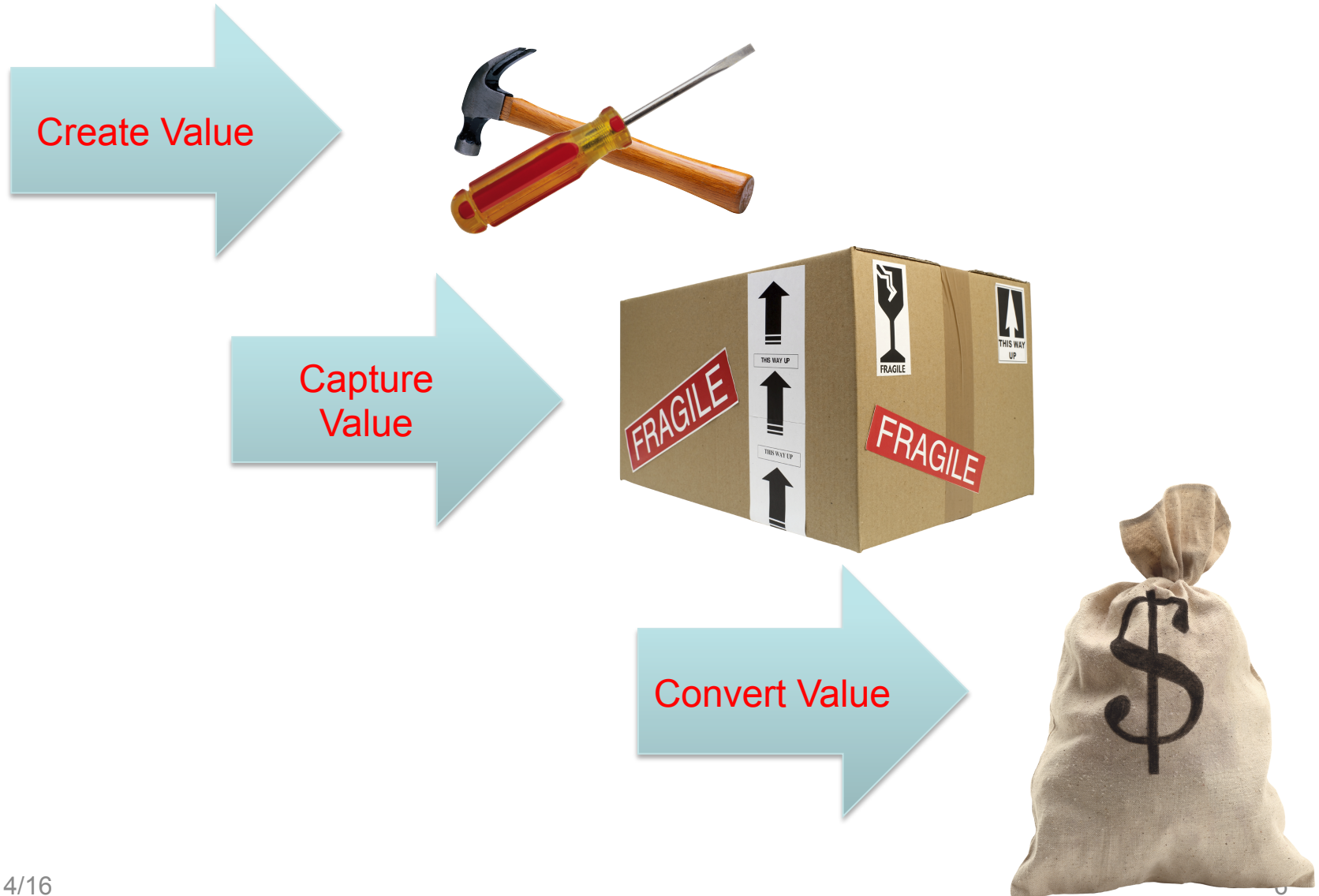
Why?



Trouble with Business Plans?

- Many Start, Re-Start, and Repeat....
- Business Plan Templates tend to be LINEAR
- Business Ideas tend to be ITERATIVE

What is Business About?

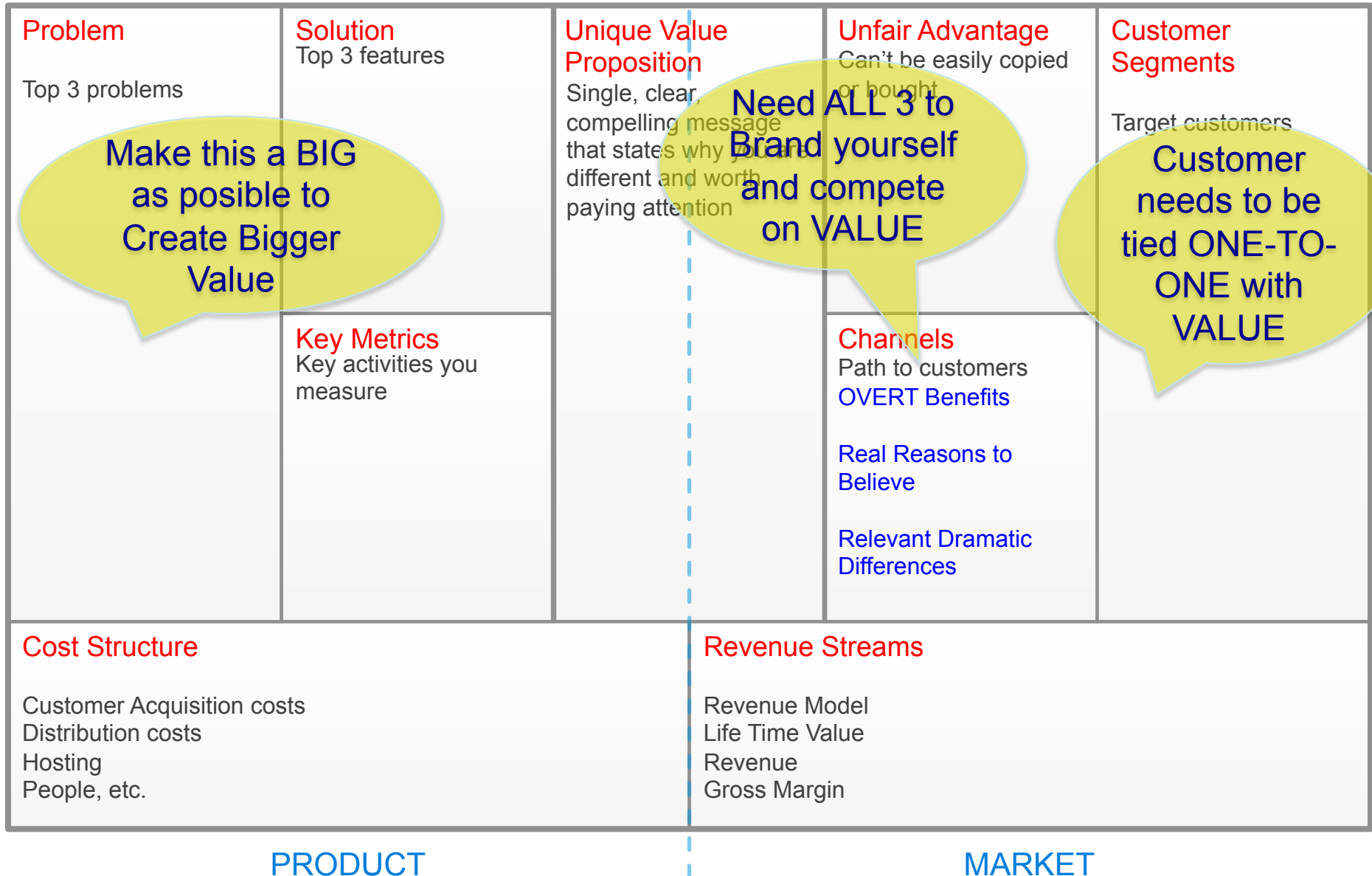


The Lean Canvas

9 Interlinked Aspects

April 21, 2014

Iteration #1



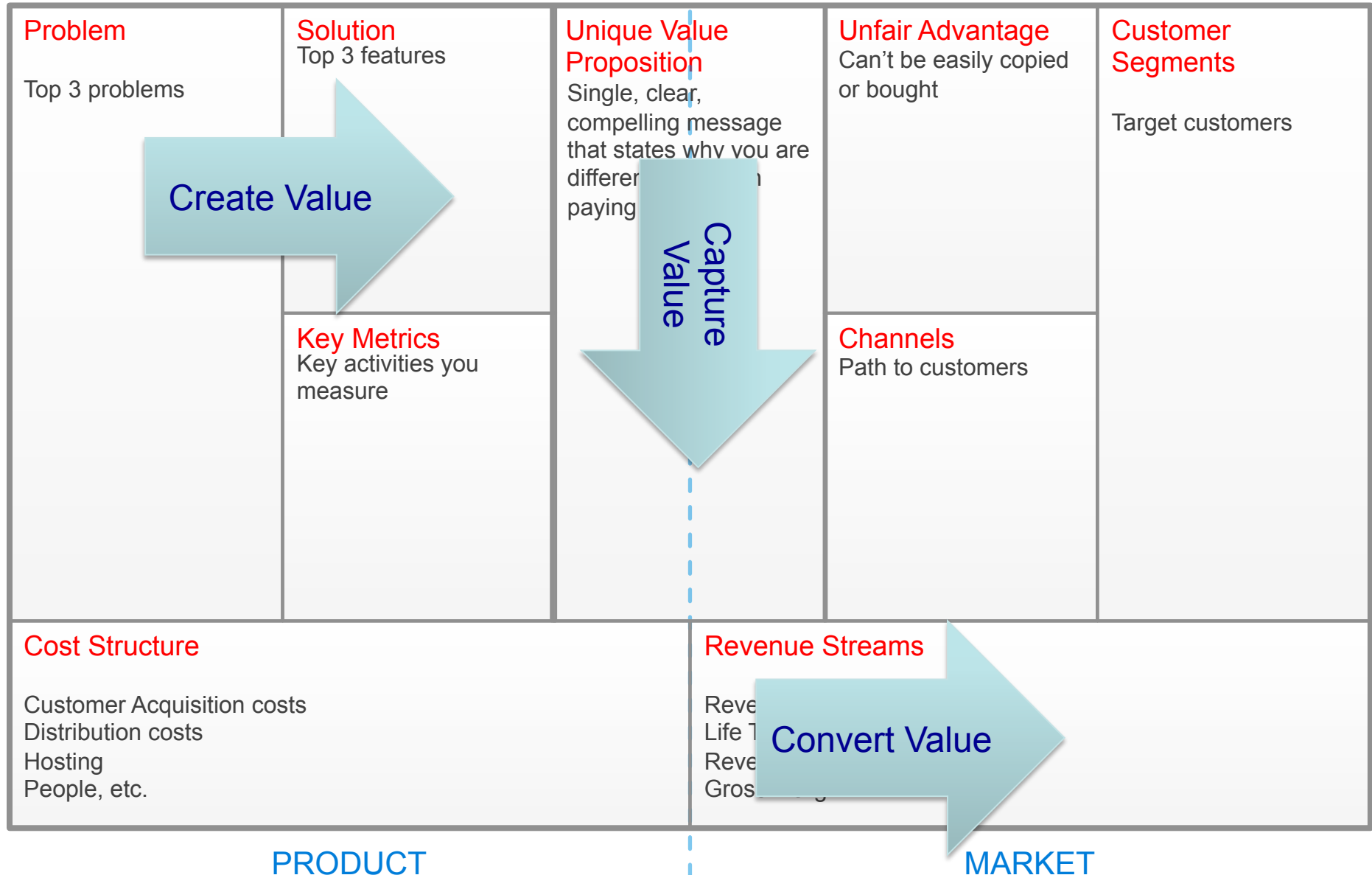
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Your Business, LLC

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Iteration #1

Problem Top 3 problems	Solution Top 3 features	Unique Value Proposition Single, clear, compelling message that states why you are different and worth paying attention	Unfair Advantage Can't be easily copied or bought	Customer Segments Target customers Use PostIts
	Key Metrics Key activities you measure	Use Bullets	Channels Path to customers	
Cost Structure Customer Acquisition costs Distribution costs Hosting People, etc.			Revenue Streams Revenue Model Life Time Value Revenue Gross Margin	
PRODUCT			MARKET	

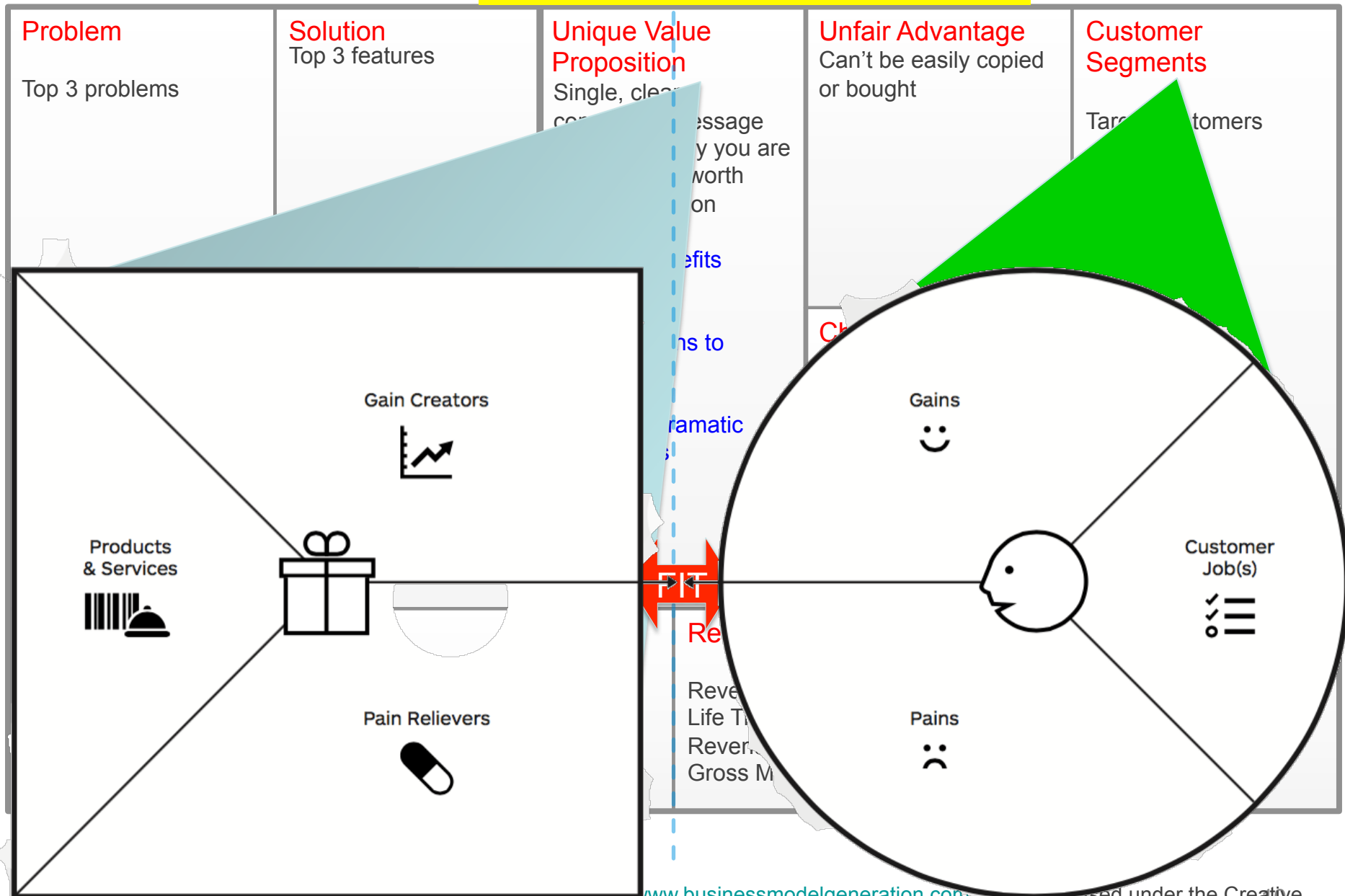
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Value Proposition Tool

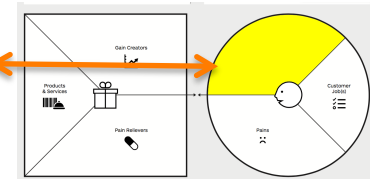
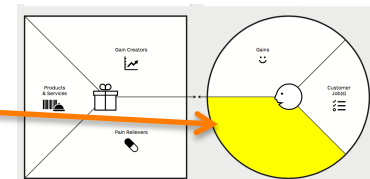
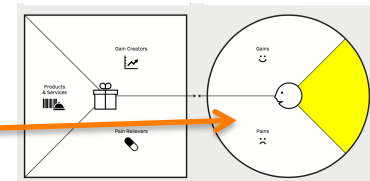
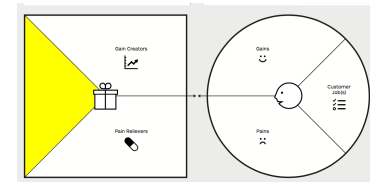
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Iteration #1



Value Proposition

Our _____
Products and Services help(s) _____
Customer Segment who want to _____
jobs to be done by _____
verb (e.g., reducing, avoiding) [a customer pain]
and _____.
verb (e.g., increasing, enabling) [a customer gain]
(unlike _____)
competing value proposition



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Iteration #1

<p>Problem</p> <p>Top 3 problems</p>	<p>Solution</p> <p>Top 3 features</p>	<p>Unique Value Proposition</p> <p>Single, clear, compelling message that states why you are different and worth paying attention</p>	<p>Unfair Advantage</p> <p>Can't be easily copied or bought</p>	<p>Customer Segments</p> <p>Target customers</p>
<p>Cost Structure</p> <p>Customer Acquisition costs Distribution costs Hosting People, etc.</p>	<p>Key Metrics</p> <p>Key activities you measure</p>		<p>Channels</p> <p>Path to customers</p>	

BRANDING

OVERT Benefits
From Unique Value Proposition

Real Reasons to Believe

Relevant Dramatic Differences

What's so Magic About it?

- Customer Segment C has a Big Problem P for which our Solution S creates a significant Unique Value Proposition VP that we can Market to our Customer Segment C through Channel Ch driving Revenue Stream RS while managing Cost Structure CS, Profitability and other Key Metrics KM.
- Remember that the business model is to Create Value (solution), Capture Value (Value Proposition) and Convert Value (Revenue Streams)
- Doug Hall branding states “Give Overt Benefits, Real Reasons to Believe and Relevant Dramatic Differences to compete on Value and NOT price.”

Other Resources

- YouTube video search “Lean Canvas”
– Ash Maurya
- <https://strategyzer.com> (but substitute Lean Canvas for Business Model Canvas)

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“ Closing and Goodbyes”



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