

Lean Startup Worksheet

The Lean Startup method allows you to invest your time into actively building products or services to meet the needs of early adopting customers. Using this method allows you to shorten the product development cycle and quickly determine the most feasible path toward market fit. Based on your ideas, **BUILD** the Minimum Viable Product (MVP), **MEASURE** the success and use customer feedback to improve, and then **LEARN** from that data, modifying as needed

<p>What PROBLEM are you solving?</p>	<p>What KEY METRICS are vital to your business growth?</p>	<p>What is your UNIQUE VALUE that makes your solution the best?</p>	<p>What CHANNELS will you utilize to reach your customers?</p>	<p>Who are your TARGETED CUSTOMERS/USERS? Who will be likely to be an early adopter?</p>
	<p>What are other potential SOLUTIONS to the problem that you are solving?</p>		<p>What is your UNFAIR ADVANTAGE that gives you, as a person, the unique ability to make this solution work?</p>	
<p>List all your fixed and variable COSTS:</p>		<p>Where will your REVENUE come from?</p>		

