

Creating a Quick Business Plan in Three Hours (Using the Lean Canvas)

GREATER SEATTLE SCORE CHAPTER

PRESENTED BY: MIKE TARINO, SCORE MENTOR

If you have questions...

Raise your virtual hand – I'll unmute you

Post a question or comment

"Chat" – all participants can read

"Q&A" – moderators can read

Please stay muted if you're not contributing

SCORE staff will be monitoring us to help with questions & technology

Handouts

SCORE GREATER SEATTLE: QUICK BUSINESS PLAN (LEAN CANVAS) WORKSHEET

UNIQUE VALUE STATEMENT

My product, service or collection is:

I sell it to:

It provides my customers the unique value of:

Write a single sentence in 25 words or less combining the info above:

My product/service is "_____"

and I will sell it to "_____"

and it provides them unique value of "_____"

Unique Value Statement by CC Botsford

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| | | | | |
|---|--|---|--|---|
| PROBLEM List your top 1-3 problems | SOLUTION | UNIQUE VALUE PROPOSITION Single, clear, compelling message that states why you are different and worth paying attention to. | UNFAIR ADVANTAGE Something that cannot easily be bought or copied. | CUSTOMER SEGMENTS List your target customers and users. |
| | KEY METRICS List the numbers that tell you how your business is doing. | | CHANNELS List your path to customers (inbound or outbound) | |
| EXISTING ALTERNATIVES List how these problems are solved today. | HIGH-LEVEL CONCEPT List your X for Y analogy e.g., "You = Flickr for Videos" | EARLY ADOPTERS List the characteristics of your ideal customers. | | |
| COST STRUCTURE List your fixed and variable costs. | | REVENUE STREAMS List your sources of revenue. | | |

LEAN CANVAS (BY ASH MAURYA)

Agenda

1. Objectives | About SCORE and your facilitator
2. The Importance of Planning and the Business Planning Process
3. Defining Your Unique Value Statement
5 Minute Break (at about 1 hour)
4. Planning Your Business Using the Lean Canvas
5. Recap and Closing

Our Workshop Objectives

Today we are going to START your
business planning process!

You'll write a **draft** of your **Unique Value Statement**
and

Create a first **draft** of your **Lean Canvas**

Getting the most from this workshop

1. Write it down – using the handouts, paper or a document
2. Participate – ask questions, share comments and interact with other participants
3. Get a mentor

SCORE



- National non-profit with over 300 chapters and 11,000 volunteers.
- Helped over 11,000,000 businesses since we started
- Supported by the Small Business Administration – another great resource (<https://www.sba.gov/offices/district/wa/seattle>)

Mentorship

Meet one-on-one with expert business mentors in many business specialties.

Request a mentor at <https://www.score.org/seattle/local-mentors>

Workshops

Learn business fundamentals and go deeper in many functional areas.

<https://www.score.org/seattle/local-workshops>

Online Resources

Self-paced training, business templates, expert blogs and more.

<https://www.score.org/templates-resources>

Mike Tarino



- Business career in healthcare (health insurance, mostly)
- Worked in public, private and nonprofit organizations
- Currently working as consultant, advisor and investor in healthcare
- Experience spans functional areas of
 - Service Operations
 - Product Development
 - Marketing
 - General Management
- Education: MBA, Cornell University | BA, Macalester College
- SCORE mentor & workshop presenter

The Library to Business Team can help

We answer questions

- [Virtual Business Info Appointments](#)
- L2B Team L2B@spl.org
- Jay Lyman jay.lyman@spl.org
- 206-386-4636 (leave a message)

We buy tools you can use for free

- www.spl.org/business
- Free workshops and events
- [Business calendar of events](#)



Agenda

1. Introduction to SCORE and your instructor
2. The Importance of Planning and the Business Planning Process
3. Starting Your Lean Canvas Plan: Unique Value Statement Workshop
Break (around 1 hour in)
4. Testing Your Product or Service Idea by Using the Lean Canvas and Creating Your “Lean Canvas” Workshop
5. Business Planning Recap and Closing

New businesses: plan or perish!


According to SBA data ~50% of small business fail within 5 years

Why do they fail?

- Lack cash “cushion” to sustain business.
- Poor marketing strategy:
 - Lack of product uniqueness (product management).
 - Not able to connect to customers (product marketing).
- Poor revenue/cost model.
- Poor management/operational control.

What does planning do?

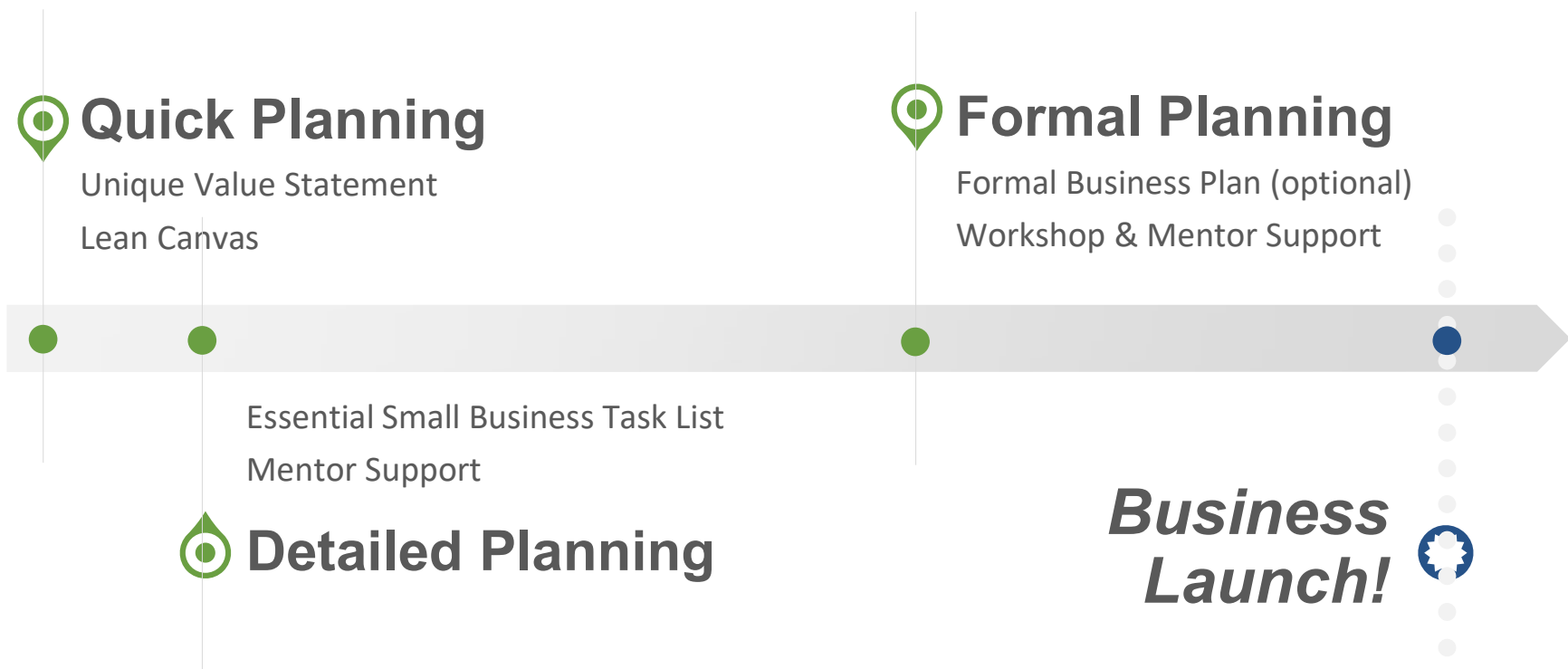
- Turns great ideas into great businesses!
- Keeps bad ideas from losing you money!



Business planning helps you manage **risk** when starting a new business.

See SBA Study [here](#).

A 3-phase planning process – with support



How much planning do you need?

| Plan | What type of business? |
|-------------------------|---|
| 1. Lean Canvas | All |
| 2. Detailed Planning | All will perform some level (the more the better!) |
| 3. Formal Business Plan | Whenever: <ul style="list-style-type: none"> • Any substantial amount of money is at risk. • You need significant funding to start. • Are requesting external financing (bank, etc.). • You negotiate a physical site (building lease). • You have a complex product or business (employees). |

Quick planning:

Unique Value Statement & Lean Canvas

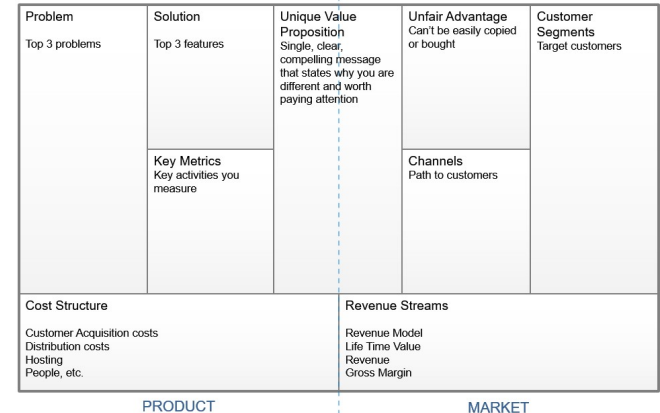
This is our focus today

Unique Value Statement

- Answer three simple questions to help you refine your product or service idea.

Lean Canvas

- Develop A framework for comprehensive thinking
- A solid starting point for *more detailed planning*.



By Ash Maurya

Detailed planning: *Designing your business*

This is the next step

Score Small Business Essentials Task List
"Actions and Plans to Start a New Small Business"

| Workshop | Workshop Attendee Task | Area |
|---|---|-------------------|
| Creating a Quick Business Plan in 3 Hours | <ul style="list-style-type: none"> Understand the importance of business planning and the planning process. Create an "Unique Value Statement." Create a "Lean Canvas." | Quick Planning |
| Successfully Starting A Business | <ul style="list-style-type: none"> Choose your business entity. Make a state business license application Make a local business license application. Make a plan for getting business insurance. If you plan to seek funding: <ul style="list-style-type: none"> Obtain personal FICO score and credit record. Estimate startup costs. List possible sources of funding. | Detailed Planning |
| Successfully Marketing Your Business | <ul style="list-style-type: none"> Define their target market. Create their product or service descriptions. Decide on their pricing, packaging, and distribution of their products. Write their marketing message: value prop, benefits & features. Create a promotion plan for their business. Create a plan for getting online. | |
| Managing Finances for New One Person Businesses | <ul style="list-style-type: none"> Calculate your startup costs. Project your sales for your first year of business. Create a projected P/L statement for the first year in business. Create a Cash Flow Statement for your first year in business. Create a plan for your accounting and tax payments. | |



- Detailed Planning Resources:
- Essentials Task List
 - Planning Templates
 - Financial Templates
 - Planning and other Workshops
 - Mentor Support

Formal planning:

Creating a formal business plan

This is what a bank and other investors want to see

“Business Plan Template for a Startup Business”

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Download the template at:

[Template Here](#)

(Templates/Business Plan for a Start-up Business)

Also see:

“Business Plans Handbook”
In the Business section of Seattle Public Library or King County Library System websites.

SCORE's Small Business Essential Workshop Series

Plus mentoring can help you launch your business

| Small Business Startup Task | Workshop Name | Mentor Meeting |
|--|--|--|
| <ul style="list-style-type: none"> ○ Understand the importance of business planning and the planning process. ○ Create an "Unique Value Statement." ○ Create a "Lean Canvas." | Creating a Quick Business Plan in 3 Hours | Mentor Review & Feedback on Completed Tasks |
| <ul style="list-style-type: none"> ○ Choose your business entity. ○ Make a state business license application. ○ Make a local business license application. ○ Make a plan for getting business insurance. ○ If you plan to seek funding: obtain personal FICO score and credit record, estimate startup costs and list possible sources of funding. | Successfully Starting A Business | Mentor Review & Feedback on Completed Tasks |
| <ul style="list-style-type: none"> ○ Define your target market. ○ Create your product or service descriptions. ○ Decide on your pricing, packaging, and distribution of your products. ○ Write your marketing message: value prop, benefits & features. ○ Create a promotion plan for your business. | Marketing: Part 1 Marketing: Part 2 | Mentor Review & Feedback on Completed Tasks |
| <ul style="list-style-type: none"> ○ Calculate your startup costs. ○ Project your sales for your first year of business. ○ Create a projected P/L statement for the first year in business. ○ Create a Cash Flow Statement for your first year in business. ○ Create a plan for your accounting and tax payments. | Managing Finances for New One Person Businesses | Mentor Review & Feedback on Completed Tasks |

Agenda

1. Introduction to SCORE and your instructor
2. The Importance of Planning and the Business Planning Process
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Break (around 1 hour in)
4. Testing Your Product or Service Idea by Using the Lean Canvas and Creating Your “Lean Canvas” Workshop
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Unique Value Statement

We are going to create a **Unique Value Statement**

It will be a single sentence, like this:

My product / service is “xxxxxxx” . . .
and I will sell it to “yyyyyyy” . . .
and it provides them unique value of “zzzzzzz.”

Unique Value Statement

The goal is to create a **simple, clear statement** that says **what you do, who it's for, and why they should pay attention** to you in a sea of other options.

My product/service is “xxxxxxx” . . .
and I will sell it to “yyyyyyy” . . .
and it provides them unique value of “zzzzzzz.”

Part 1: Your Product/Service

Start by describing your product or service.

My product/service is “xxxxxxx”

But wait! There are Rules!

The Rules - for your product / service

- Describe your offering in **15 words or less**
- **Focus on what your business will be *at the beginning***
- Focus on the **best, most valuable** idea
- **Describe your offering factually *from the perspective of your customer***
- **Use plain words.** Avoid “marketing speak”

Part 1: Your Product/Service

Okay, now go ahead and describe your product or service.

My product/service is “xxxxxxx”

Part 2: your customer

Describe your customer.

My product/service is “xxxxxxx” . . .
and I will sell it to “yyyyyyy”

But wait! There are Rules!

The Rules - for your customer

- **Be specific** when you describe your customers
 - Not “consumers,” but “parents with kids that play soccer in the Seattle area.”
 - Not “businesses,” but “orthodontists in King county.”
- Ask: Who will best my **best customers**? Who will get the **most value**?
- Find a way to **describe your best customers as a group** so that you can more easily identify ways to promote your business to them.

Part 2: your customer

Okay, now go ahead and describe your customer.

My product/service is “xxxxxxx” . . .
and I will sell it to “yyyyyyyyy”

Part 3 – your unique value

Now describe your unique value.

My product/service is “xxxxxxx” . . .
and I will sell it to “yyyyyyyyyy” . . .
and it provides them unique value of “zzzzzzzz.”

Again . . . (of course) There are Rules!

The Rules - for your unique value

- The unique value your product or service offers is how it **benefits your customers** (not just what is “cool” about it.).
- It must be **unique in your market**. If someone else is doing it, it's not unique.
- **Use the words your customer would use** to describe the benefits they receive.
- Aim to express the benefit in terms of what the customer **gains or loses**. Don't list features.
- Example: A doorbell camera is a feature. Convenience or safety are benefits.

Unique Value | Benefits not Features

It NOT what customers buy, it's what they receive (and they value).

| What the customer buys: | The benefits they value: |
|---|---|
| A high efficiency household, electric space heater. | Keeps you warm and comfortable as it saves you money. |
| A household security camera. | Improves family safety and provides peace of mind. |
| One-hour personal massage. | Lowers stress and improves health. |

Inspiration for your unique value

The unique value is NOT what the customers buy, **it's what they receive (and value).**

You should be able to get people excited about your product without mentioning what it is!



Want an AMAZING example of pitching a benefit?

Check out “Mad Men Carousel Pitch.”
<https://www.youtube.com/watch?v=suRDUFpsHus>



The value of the Unique Value Statement

- Helps you make sure your product or service is unique *in some way* in your market
- Provides you with a **quick way to describe your business to others**
- Using 15 words per line helps **provide focus and clarify scope**
- **Makes the lean canvas easier to complete**

Examples

- **All Day Pancakes** is a 24-hour sit-down restaurant for people in Seattle who believe in breakfast for lunch and dinner. Our guests enjoy affordable, filling meals without resorting to boring burgers and pizza.
- **PeopleArt** is a webshop offering one-of-a-kind works of art for people whose homes and offices reflect who they are. Our clients use our art to make a statement and express their individuality.
- **Level Up Training** provides small group and 1-on-1 personal training to elite youth athletes in the Bellingham area, helping them perform their best and make it to the next level.

Part 3 – your unique value

Yep, now go ahead and describe your unique value.

My product/service is “xxxxxxx” . . .

and I will sell it to “yyyyyyyyyy” . . .

and it provides them unique value of “zzzzzzzz.”

Putting it all together

Your Unique Value Statement

My product/service is “(15 words or less)” and I will sell it to “(15 words or less)” and it provides them the unique value of “(15 words or less).”



Share until 1 hr 10

Agenda

Break Time

Agenda

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3. Starting Your Lean Canvas Plan: Unique Value Statement Workshop
Break Time!
4. Testing Your Product or Service Idea by Using the Lean Canvas and Creating Your “Lean Canvas” Worksheet
5. Business Planning Recap and Closing

Lean Canvas

| | | | | |
|--|--|---|---|--|
| 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 |
| | Key Metrics Key activities you measure | | Channels Path to customers | |
| Cost Structure Customer Acquisition costs Distribution costs Hosting People, etc. | | Revenue Streams Revenue Model Life Time Value Revenue Gross Margin | | |

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By Ash Maurya

Building your Lean Canvas

- We will review the lean canvas section by section and discuss the type of information that you will want to develop
- We will pause for you to start adding notes to your Lean Canvas worksheet
- This is a draft canvas, there are no wrong answers
- Ask questions as we go!

**Grab your
worksheet!**

What is the Lean Canvas?

- A **quick planning** technique for startups
- Simplified version of the Business Model Canvas
- A tool for helping you **identify, test and modify** your ideas

How does it help?

- Helps **start an organized, detailed planning process**
- Helps you **align your solution (product or service) with a well-analyzed and sharply defined problem** that you're trying to solve
- Helps you begin to **figure out if you can make money** from this business

Your Unique Value Statement is a jump start

| | | | | |
|--|--|---|---|--|
| 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 |
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Some of these boxes should look familiar!

Which 3 can you already fill in?

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Your Unique Value Statement is a jump start

| | | | | |
|--|--|--|--|--|
| Problem Top 3 problems | Solution Top 3 features I offer... | Unique Value Proposition Single, clear, compelling message that states why you are different and worth paying attention By buying from me they ... | Unfair Advantage Can't be easily copied or bought Channels Path to customers | Customer Segments Target customers I sell it to... |
| Cost Structure Customer Acquisition costs Distribution costs Hosting People, etc. | | Revenue Streams Revenue Model Life Time Value Revenue Gross Margin | | |

Some of these boxes are familiar!

Which 3 can you already fill in?

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Lean Canvas

Project Name

DATE

ITERATION #

| | | | | |
|--|--|---|---|---|
| <p>Problem</p> <p>Top 3 problems</p> <p>#2</p> <p>Customer Problems</p> | <p>Solution</p> <p>Top 3 features</p> <p>#3</p> <p>Your Solution</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>#1</p> <p>Customer Segments</p> |
| | <p>Key Metrics</p> <p>Key activities you measure</p> | | <p>Channels</p> <p>Path to customers</p> | |
| <p>Cost Structure</p> <p>Customer Acquisition costs</p> <p>Distribution costs</p> <p>Hosting</p> <p>People, etc.</p> | | <p>Revenue Streams</p> <p>Revenue Model</p> <p>Life Time Value</p> <p>Revenue</p> <p>Gross Margin</p> | | |

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Lean Canvas: Customer Segments

- Who will be your first customers, your early adopters?
 - What type of purchaser will get the most value from your business?
 - What type of customer will be most likely to give your business a 5-star review?
-
- Transfer your customer description from your unique value statement and refine

Lean Canvas: Customer Segments

Add your customer description from your Unique Value Statement to your Canvas.

Can you refine it?

Take 5 minutes

Lean Canvas: (Customer) Problems

- Put yourself in your customer's shoes.
- What problems are you solving for them?
- Try to identify three problems you solve.
- How are your customers solving this problem today?

Lean Canvas: Solution

- Start with the product/service description from your unique value statement
- What are the top 3 features of your product or service?
- Do they solve the customer problems you identified?
- Are they better than the alternatives? How?

Customer → Problem → Solutions

- Customer: Chinese and Vietnamese immigrant families in the greater LA area
- Problems: Hard to find the ingredients for favorite home-style recipes
- Solution: Authentic Asian chili sauce available in specialty groceries



Sriracha

Customer → Problem → Solutions

- Customer: Homeowners concerned about their security
- Problems:
 - Porch pirates
 - Intruders
 - Door-to-door salespeople
- Solution:
 - Remote home entry surveillance camera
 - Video and audio
 - Monitor from any device



Ring

Customer → Problem → Solutions

- Customer: Status conscious young consumers
- Problems:
 - How do I show that I am on trend?
 - How do I show that I am rich?
- Solution:
 - Limited availability, high-priced jewelry
 - Worn by influencers



Cartier

Lean Canvas: Problem → Solutions

Describe three problems your customers have and three ways your service or product directly and specifically addresses those problems.

Take 5 minutes

Lean Canvas

Project Name

DATE _____
 ITERATION # _____

| | | | | |
|--|--|---|---|--|
| 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 #4 Unique Value Proposition | Unfair Advantage Can't be easily copied or bought | Customer Segments Target customers |
| | Key Metrics Key activities you measure | | Channels Path to customers | |
| Cost Structure Customer Acquisition costs Distribution costs Hosting People, etc. | | Revenue Streams Revenue Model Life Time Value Revenue Gross Margin | | |

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Lean Canvas: Unique Value Proposition

- Transfer the unique value from your Statement to the Canvas
- Do the benefits you cite solve your customers problems?
- Avoid the trap of listing features
- Can you express your business's value in terms of what is gained (when it is something desirable) or avoided (when it is something undesirable)?
- How do people react to your offering? What words do they use?

Unique Value Proposition



A smile you can be proud of without an expensive trip to the dentist



A better shoe shopping experience: convenience (free shipping both ways), confidence (365-day return policy), and satisfaction (24/7 customer loyalty team dedicated to customer happiness)



Experience a city like a local when you travel

Lean Canvas: Unique Value Proposition

Write down your unique value proposition: why your customers should be SO EXCITED that you and your service or product is now available to them!

Take 5 minutes

Lean Canvas

Project Name

DATE _____
 ITERATION # _____

| | | | | |
|--|--|---|--|--|
| 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 |
| | Key Metrics Key activities you measure | | Channels Path to customers #5 Channels | |
| Cost Structure Customer Acquisition costs Distribution costs Hosting People, etc. | | Revenue Streams Revenue Model Life Time Value Revenue Gross Margin | | |

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Lean Canvas: Channels

So far...

- You've identified your audience - Who your best customers will be
- And you know some things about them
 - What problems they have
 - How you solve those problems
 - The value your solution provides
- Now, how will you reach your audience?

Lean Canvas: Channels



- Amazon website
- Delivery trucks
- In-store at Whole Foods
- Alexa messaging



- Marvel movie placement
- Traditional media advertising, TV, magazines
- Digital advertising



- Influencer (brand ambassador) campaigns
- Event sponsorships
- Inflight entertainment

Lean Canvas: Channels



- Truck
- Facebook page
- Donations to community events
- Roadside signage



- Google Business Profile
- Discounts for reviews
- Cultivate referrals from primary care providers
- Health insurance provider directories
- Website
- Street signage

Lean Canvas: Channels

Identify the channels you will use to reach your customer segments. How will your customers find you, in real life and online?

Take 5 minutes



You've worked on the following sections!

| | | | | |
|---|---|--|--|---------------------------------------|
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By Ash Maurya

- These 5 sections are the core of the marketing sections of your business plan
- These sections address fundamental questions
 - What do you do?
 - Who do you serve?
 - What problems are you solving?
 - What value are you delivering?
 - How will your customers know?



Share until 2 hr 05

Lean Canvas

Project Name

DATE _____
 ITERATION # _____

| | | | | |
|---|--|---|---|--|
| 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 |
| | Key Metrics Key activities you measure | | Channels Path to customers | |
| Cost Structure #7 Customer Acquisition costs Distribution costs Hosting People, etc. | | Revenue Streams #6 Revenue Model Life Time Value Revenue Gross Margin | | |

Cost Structure

Revenue Stream

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Lean Canvas: Revenue Stream

- This is the beginning of what will become a financial model for your business
- A financial model is an estimate of how much money your business will make
- Begin with how money will flow into the business
 - How will customers pay for your products or services?
- Questions to consider:
 - Value-based revenue or cost-plus-profit?
 - Time-based or project based?
 - Would you offer discounts? Why and when?
 - Do customers pay before or after receiving the service?

Lean Canvas: Revenue Stream



- Membership fees
- Cost + 11%



- Publishing
- Licensing – movies, toys, video games, theme parks



- Contingency fees – pay only if you win
- Other??



- Freemium – ad supported and subscription

Lean Canvas: Revenue Stream

Write down your initial thoughts on how you'll structure your revenue stream.

Start by capturing your ideas. You can determine pricing later.

Take 5 Minutes

Lean Canvas: Cost Structure

- This is the second half of what will become a financial model for your business
- Identify the costs your business will generate
- Consider three categories of costs:
 - What investments are required to start up the business?
 - What costs will you incur each month whether you are serving customers or not?
 - What costs will you incur when you are providing your product or service?

Cost Structure Example – Food Truck



Start-up Costs

- Truck downpayment
- Truck improvements
- Equipment
- Curb-side signage

Indirect Costs

- Truck payment
- Insurances
- Website and other digital marketing services

Direct Costs

- Food and beverage costs
- Serving supplies
- Employee wages

Cost Structure Example – Legal Practice



Start-up Costs

- Initial lease and improvements
- Office furniture and supplies
- Website design and build

Indirect Costs

- Lease
- Subscriptions
- Insurance
- Marketing, advertising
- Professional services (accounting)

Direct Costs

- Court fees
- Expert witness fees
- Travel expenses
- Legal research fees

Lean Canvas: Cost Structure

Create a list of the things you'll need money for before you launch, what costs will recur every month once you start your business, and what costs will vary every month you're in business.

Take 5 minutes



You've worked on the following sections!

| | | | | |
|---|---|--|--|---------------------------------------|
| 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 |
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- **Cost Structure**
 - Start-up
 - Indirect
 - Direct
- **Revenue Streams**
 - Revenue model
 - Income sources



Share until 2 hr 30

Lean Canvas

Project Name

DATE _____
 ITERATION # _____

| | | | | |
|---|--|--|--|---|
| <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>Key Metrics</p> <p>Key activities you measure</p> <p>#8</p> <p>Key Metrics</p> | | | <p>Channels</p> <p>Path to customers</p> | |
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MARKET

Lean Canvas: Key Metrics

- You are beginning to develop the management system you will use to operate your business
- What can you measure that will indicate how well your business is performing BEFORE you review your financial statements?

Lean Canvas: Key Metrics



- Customer satisfaction
- Guests per store
- Average order value
- Sales per employee
- Employee turnover



- Ratio of new subscribers to canceling subscribers
- Average hours per subscriber
- Social media engagement

Lean Canvas: Key Metrics

Things you can measure:

- Number of sales calls per month
- Lead conversion rates
- Referral sources
- Billed hours per month
- Website traffic
- Customer retention Rates
- Customer acquisition costs
- Store visitors per week

Lean Canvas: Key Metrics

Write down at least three things you can measure that will tell you if you are on a path to success!

Take 5 minutes

Lean Canvas

Project Name

DATE _____
 ITERATION # _____

| | | | | |
|--|--|---|---|--|
| 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 #9 Unfair Advantage | Customer Segments Target customers |
| | Key Metrics Key activities you measure | | 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

Lean Canvas: Unfair Advantage

- How will you compete – and win – in your marketplace?
- What aspects of your product or service cannot be easily copied or acquired?
- Are there characteristics of the people involved in your business that are unique?

- If you can't immediately identify your unfair advantage, consider it a challenge to develop one!

Unfair Advantage



Secret Formula



Intellectual Property
Catalog



Charging Station Network

Unfair Advantage



Flowbee – US patent #4679322



Celebrity Affiliation

Gartner
Magic Quadrant for Cloud Infrastructure and Platform Services 2022



Gartner's Magic Quadrant™

Lean Canvas: Unfair Advantage

Write down what about your (or your team's) personality, background or business approach makes you especially well-suited to helping your clients or customers!

Take 5 minutes



You've worked on the following sections!

| | | | | |
|--|--|---|---|--|
| 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 |
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PRODUCT

MARKET

By Ash Maurya

- **Key Metrics**
 - What you measure to determine if your business is on track
- **Unfair Advantage**
 - Defense against competition



Share until 2 hr 45



Congratulations!!

| | | | | |
|---|---|--|--|---------------------------------------|
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PRODUCT

MARKET

By Ash Maurya

You've created a high-level *draft* business plan!

So what?
Now what?

Agenda

1. Introduction to SCORE and your instructor
2. The Importance of Planning and the Business Planning Process
3. Starting Your Lean Canvas Plan: Unique Value Statement Workshop
BreakTime!
4. Testing Your Product or Service Idea by Using the Lean Canvas and Creating Your “Lean Canvas” Workshop
5. Business Planning Recap and Closing

You've created two building blocks

Unique Value Statement

Lean Canvas

You've created two building blocks

Unique Value Statement

- Use this **EVERY** time you talk about your business

You've created two building blocks

- This creates a framework for your business, but **you still have important decisions and critical plans to make.**
- Each box is an area for **more (detailed) planning.**
- The Canvas is built with assumptions – **test them in the marketplace**
- **Leverage SCORE resources** – mentors, workshops, content



Final Requests

- 1. Complete the evaluation** with your very frank comments. (Use the email you will receive in about one hour to complete the online survey.)
- 2. Sign up for a free SCORE mentor!**
👉 Request a mentor at <https://www.score.org/seattle/local-mentors>
- 3. Resolve to implement what you learned** in this workshop today and apply it to your business!

**THANK YOU FOR YOUR
PARTICIPATION**

SCORE®

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