Complete the sentence above (who wants what...), before you start working on the Lean Canvas. Now try to create your Lean Canvas based on your idea.

First work on the numbered fields in the order that suits you best. In general, the problem (1) is compared with the solution (4) first. Do you recognize any aspects of your idea, that can be improved?

What are the main problems your business model should solve? Describe the 1-3 top problems of your



Social Needs: Heet friends & new people, share an experience together.

Enjoy great drinks: Take the next step in their Cockbail journy. explore what come after num & colle

Feel good & atmosphere



Existing alternatives
How have the problems been solved so far?

Mojo -٠ المالالم ح

· Nelson ·Stall

·Bokça Schring Bounnang

Baren 9

Cost structure

Fixed

· Rent

· Insurance

· licences

· Whities

main compelition

Make a list of the fixed and variable costs.

Describe one solution for each problem

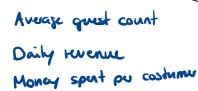
Creak a great space where people can must and feel at home Creak an atmosphere where people take to each other

Jun everly

Handcraftet Cochlein's and exclusive beer.

Good service

What measurable figures can verify, whether the solution is working or not?



UVP (unique value proposition)

What are the values you want to put across to vour customers?

We are looking for a simple, clear message that explains why the solution is original and significant.

How does your solution support your customer in their job to be done?

· Unique location

Great Cochteils for a fair price

· Familiar & presence . Exclusive Beer

Make a match between the value proposition and the customer segment.

High-Level concept

Is there a simple analogy you can use? (e.g. YouTube = Flickr for video)

80's Jazebar × Pap-Up-Bar

Unfair advantage

You need something that makes it difficult for others to copy your solution.

The community of our suest Unique location

**Customer segments** 

Make a list of the target and user groups. For whom are we creating value? Who are your most important customers? While you work on this panel, create a persona. Describe it on the right hand side.

· Locals (Rapperuil Area)

· Younge adults (18-28)

·Student

Channels

Which channels can you use to reach your customer segments?

·Instagram

Websile

· Direct message

**Early Adopter** 

Describe the characteristics of your ideal customer While you work on this panel, create a persona. Describe it on the right hand side.

·Regulors

Revenue streams

Make a list of your source of inco

**∕**1⊏



· Point of sale

· Vouches / Coupon

· Online sales

EXPERIMENTS (Prototype - Test - Learn)

·Solarics

. Inpredients

· Glassware

Some of the assumptions which you made for the Lean Canvas are more important than others. The assumptions that are essential to your success are called critical assumptions. Now it is important to verify the critical assumptions with the help of experiments. Try to test one assumption at a time and build a prototype. Creating quick and dirty prototypes allows you to test a number of ideas without investing a lot of time and money up front

Outcomes 1

What have we learned?

Documentation of the test (photos, etc.)

Step 1: Hypothesis

Step 2: Test To verify this, we will...

Experiment 1

Step 3: Measure

And measure

Step 4: Criteria

We are on the right track, if...

Experiment 2

Step 1: Hypothesis

Step 2: Test

To verify this, we will...

Step 3: Measure

And measure

Step 4: Criteria We are on the right track, if... Outcomes 1

What have we learned?

Documentation of the test (photos, etc.)

Step 4: Criteria

Experiment 3

Step 2: Test

Step 1: Hypothesis

To verify this, we will...

Step 3: Measure

And measure

We are on the right track, if..

Outcomes 1

What have we learned?

Documentation of the test (photos, etc.)

Sources: Ash Maurva, Running Lean 2013

Create a detailed customer profile for the early adopters (early customers, who embrace your new product/service before others) and for other user groups (that will buy the product/service after

Name Anna

Job to be done

Going out

Description of persona

22 y/o , x , RD-Local Social, extrouted

What task fulfillment is suppor ted by the product/service?

What is it that the customers don't like about the current products/services?

Not be their age group / to expensive or formal

Application scenarios

low and where is the produ service used? What happens before and after using the product/service?

Hecking people

In house Bel: Travel by PT AH: Home by Taxill PT

What is it that the customers like about the current pro-

> Specting an evering with friends

Name Dario

Description of persona

Job to be done

Age, gender, residency, social environment, sinus milieu,

32 ylo, x, Exkedet RD region

What is it that the customers

What task fulfillment is suppor ted by the product/service?

Spending an evening out

don't like about the current products/services

Ho place with style and craftsmanship in region

Application scenarios

low and where is the produc service used? What happens before and after using the product/service?

Traveling by car in a group of

friends to and

What is it that the customers

like about the current pro-

well crefted

Cockten 15

friends to and file

+ Students from RD

Description of the business opportunity

Target market Number of potential users/customers (market size) Scalability, growth

Key challenges for scaling





Prof. Dr. Patrick Link