

LEAN CANVAS: Who.....wants.....for.....because..... Motivation

The «Lean Canvas» is a tool to develop business models for start-ups. It helps you to describe important aspects of your business idea. In order to start, you will have to make some assumptions. These will be validated in a further step with the help of experiments.

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?

<p>Problem What are the main problems your business model should solve? Describe the 1-3 top problems of your customer.</p> <p>1. Social Needs: Meet friends & new people, share an experience together.</p> <p>2. Enjoy great drinks: Take the next step in their cocktail journey, explore what comes after rum & coke.</p> <p>3. Feel good & atmosphere</p>	<p>Solution Describe one solution for each problem</p> <p>1. Create a great space where people can meet and feel at home. Create an atmosphere where people take to each other.</p> <p>2. Fun events</p> <p>3. Handcrafted cocktails and exclusive beers.</p> <p>4. Good service</p>	<p>UVP (unique value proposition) What are the values you want to put across to your customers? We are looking for a simple, clear message that explains why the solution is original and significant.</p> <ul style="list-style-type: none"> - Profit maker - Problem solver - How does your solution support your customer in their job to be done? <p>• Unique location</p> <p>• Great Cocktails for a fair price</p> <p>• Familiar & personal</p> <p>• Exclusive Beer</p>	<p>Unfair advantage You need something that makes it difficult for others to copy your solution.</p> <p>The community of our guest</p> <p>Unique location</p>	<p>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.</p> <ul style="list-style-type: none"> • Locals (Rapperswil Area) • Younger Adults (18-28) • Students
<p>Existing alternatives How have the problems been solved so far?</p> <ul style="list-style-type: none"> • Wuki • Nelson • Stall • Schür • Bären • Lo • Mojo • Lennox • Bolegen • Boumvang <p>main competition</p>	<p>Key figures What measurable figures can verify, whether the solution is working or not?</p> <p>Average guest count</p> <p>Daily revenue</p> <p>Money spent per customer</p>	<p>High-Level concept X for Y analogy Is there a simple analogy you can use? (e.g. YouTube = Flickr for video)</p> <p>80's Jazbar x Pop-Up-Bar</p>	<p>Channels Which channels can you use to reach your customer segments?</p> <ul style="list-style-type: none"> • Instagram • Website • Direct message 	<p>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.</p> <ul style="list-style-type: none"> • Regulars
<p>Cost structure Make a list of the fixed and variable costs.</p> <p>Fixed</p> <ul style="list-style-type: none"> • Rent • Insurance • Licences • Utilities <p>Variable</p> <ul style="list-style-type: none"> • Salaries • Ingredients • Glassware 		<p>Revenue streams Make a list of your source of income</p> <ul style="list-style-type: none"> • Point of sale • Vouchers / Coupon • Online sales 		

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 the early adopters)

<p>Name Anna</p> <p>Description of persona Age, gender, residency, social environment, sinus milieu, mindset, etc.</p> <p>22 y/o, X, RD-Local Social, extruded</p>	
<p>Job to be done What task fulfillment is supported by the product/service?</p> <p>Going out Meeting people</p>	<p>Pains What is it that the customers don't like about the current products/services?</p> <p>Not for their age group / too expensive or formal</p>
<p>Application scenarios How and where is the product/service used? What happens before and after using the product/service?</p> <p>In house Del: Travel by PT Aff: Home by Taxi/PT</p>	<p>Gains What is it that the customers like about the current products/services?</p> <p>Spending an evening with friends</p>
<p>Name Dario</p> <p>Description of persona Age, gender, residency, social environment, sinus milieu, mindset, etc.</p> <p>32 y/o, X, Extended RD region</p>	
<p>Job to be done What task fulfillment is supported by the product/service?</p> <p>Spending an evening out</p>	<p>Pains What is it that the customers don't like about the current products/services?</p> <p>No place with style and craftsmanship in region</p>
<p>Application scenarios How and where is the product/service used? What happens before and after using the product/service?</p> <p>Traveling by car in a group of friends to and from the bar</p>	<p>Gains What is it that the customers like about the current products/services?</p> <p>Well crafted Cocktails</p>

EXPERIMENTS (Prototype - Test - Learn)

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.

<p>Experiment 1</p> <p>Step 1: Hypothesis We believe, that...</p> <p>Step 2: Test To verify this, we will...</p> <p>Step 3: Measure And measure...</p> <p>Step 4: Criteria We are on the right track, if...</p>	<p>Outcomes 1 What have we learned?</p> <hr/> <p>Documentation of the test (photos, etc.)</p>	<p>Experiment 2</p> <p>Step 1: Hypothesis We believe, that...</p> <p>Step 2: Test To verify this, we will...</p> <p>Step 3: Measure And measure...</p> <p>Step 4: Criteria We are on the right track, if...</p>	<p>Outcomes 1 What have we learned?</p> <hr/> <p>Documentation of the test (photos, etc.)</p>
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Sources: following A. Osterwalder, Value Proposition Design 2014

+ Students from RD

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