

LEAN CANVAS

DESIGN ICEBERG COMPANION / Record evidence and assumptions separately. Name the decision and date your version.

PROBLEM

Hypothesis, evidence reference and uncertainty:

CUSTOMER SEGMENTS

Hypothesis, evidence reference and uncertainty:

UNIQUE VALUE PROPOSITION

Hypothesis, evidence reference and uncertainty:

SOLUTION

Hypothesis, evidence reference and uncertainty:

CHANNELS

Hypothesis, evidence reference and uncertainty:

REVENUE STREAMS

Hypothesis, evidence reference and uncertainty:

COST STRUCTURE

Hypothesis, evidence reference and uncertainty:

KEY METRICS

Hypothesis, evidence reference and uncertainty:

UNFAIR ADVANTAGE

Hypothesis, evidence reference and uncertainty:

Framework: Ash Maurya / LEANSTACK. Original companion; official Lean Canvas linked in the article.

BELOW THE SURFACE

Review the interpretation before acting. Preserve the evidence, uncertainty and reasoning behind the next decision.

CRITICAL ASSUMPTION

Which belief could undermine the model?

CURRENT ALTERNATIVE

What already works well enough?

SWITCHING WORK

Migration, coordination and risk before value arrives.

INVESTIGATION & EVIDENCE

What would change the belief?

FIRST WEEK VS STEADY STATE

Does the model work during the transition too?

DECISION / OWNER / REVIEW

What changes in the next canvas version?