The Lean Canvas for Sciencepreneurs

**Problem**
What problem do you solve? Do you have a patent pending?

**Solution**
How do you solve the problem? How is your solution different?

**Unique Value Proposition**
What value do you provide to your target group?

**Unfair Advantage**
What is your unfair advantage?

**Customer Segments**
Who is your target group?

**Channels**
How do you reach your target group?

**Revenue Streams**
How do you earn money?

**Cost Structure**
What are your costs?

**Team**
Who is in the team?

**Key Metrics**
How will you measure success?

**Existing Alternatives**
What do your competitors do?

**High-Level Concept**
How does it work?

**Unfair Advantage**
Why will you be successful?

**High-Level Concept**
How does it work?

**Unfair Advantage**
Why will you be successful?

**Relevant Alternatives**
What do your competitors do?

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