The Lean Canvas for Sciencepreneurs

Project

Problem
Which problems do you solve for your target group(s)?

Existing Alternatives
How does your target group solve the problems so far?

Solution
How do you solve the problem of your target group(s)?

Key Metrics
How and by which means do you check that your science methods/ your business model works?

Unique Value Proposition
What do you promise your target group(s)?

High-Level Concept
One-Sentence-Pitch

Unfair Advantage
Why will you be successful?

Channels
How do you reach your target group(s)?

Customer Segments
Which are your target groups?

Early Adopters
Who needs your science/ your product the most?

Cost Structure and/ or Eco-Social Costs
What are your fixed and variable costs?
What investments do you have?

What ecological or social costs is your science method/ your business model causing?
Which key resources or activities are non-renewable?

Revenue Streams and/ or Eco-Social Benefits
How do you earn money?

What ecological or social benefits is your science/ your business model generating?

Team
Who is in the team?
What does he or she bring with them?
Who takes over which function?
How much time does everyone invest?
Where do you want to go in the long run?