


# Tool 18: Social Lean Canvas template

PURPOSE				
PROBLEM  Existing Alternatives	SOLUTION	UNIQUE VALUE PROPOSITION  High Level Concept	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS  Early Adopters
	KEY METRICS		CHANNELS	
COST STRUCTURE			FINANCIAL SUSTAINABILITY	
 social lean canvas V1.04 Available at <a href="http://www.socialleancanvas.com">www.socialleancanvas.com</a>			IMPACT	

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