adelantum Expanded Lean Canvas

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Use Case: ……..

	Customer segment Demographics and psychographics of your target customer. If your customer is not your end user, make the distinction. Validated ☐ **Their Job To Be Done** Which goal are your customers trying to achieve? Validated ☐	**Problem** How is your customer experiencing the problem and its consequences? Describe their pain point(s) and frustration(s) in their own words. Validated ☐ **Symptoms** If your customer is not aware of their problem, what are the symptoms the problem they could recognize? Validated ☐	**Unique Value Prop.** From your customers' point of view, what is the benefit that they would need/want from your solution, that they are not getting from existing solutions? Validated ☐ **Solution** How will you deliver that value proposition? Validated ☐	**Adoption Barriers** What are the reasons why customers (or anyone in your customer's organization) would *not* want to buy/use your product? - Trust/privacy/security concerns - Changes to workflows or habits - Investment/Sunk costs - Irreversibility - Risk of overreliance on a startup that might fail or pivot…) - Influence of other people Validated ☐	**Resources required** - Team/skills - Time of development - Technology - Hardware - Infrastructure - Raw materials - Data - Licenses - … Validated ☐	**Revenue model** Subscription, Metered, Fees, Advertising, Direct sales, Razor and blades, Combined… **KPIs** What are they KPIs to track for this model? Validated ☐
Assessment	*TAM*: Validated ☐ *SAM*: Validated ☐ *SOM*: Validated ☐ *Growing market?* Validated ☐	*Is the problem:* *- Urgent?* Validated ☐ *- Unavoidable?* Validated ☐ *- Underserved?* Validated ☐ *- Unchanging (Lasting)?* Validated ☐	*Painkiller or Vitamin?* Is this Benefit a "*Need-to-have*" or a "*Nice-to-have*"? Validated ☐ *Willingness to Pay?* - Currency for a *Minimum Helpful Solution*: Time, Effort, Personal Data, Referrals… - Currency for an *Minimum Viable Product*: Money. Validated ☐	*Gains vs Pains to adopt* From your customers' POV, how big are the benefits of the solution compared to the pains of integrating a new solution in the way things are currently done? Validated ☐ *What is needed to remove the adoption barriers?* Validated ☐	*Availability / Accessibility* Which of these resources do you already have? How easily can you acquire the others? Validated ☐ *Budget required* Forecasted budgets for the next 6 and 12 months? Validated ☐	*In this market, how big is:* *- transaction value?* *- margin?* *- transaction volume?* Validated ☐ *Recurring revenue model?* Validated ☐ *Model changes with scale?* Validated ☐
	Early adopters Who in your target customer segment is most desperate for your UVP, and would find your Minimum Helpful Solution or Minimum Viable Product most useful? This will also help define your *Minimum Viable Segment* and *Launch Addressable Market*. Validated ☐	**Existing solutions** Not just your competitors, but any method your target customers are currently using to deal with the problem, including their in-house AI solutions ("DIY AI"). Validated ☐	**Defensibility / Moat** What would prevent competitors from taking your market share? - IP - Exclusivity/License deals - Long-term contract - Location - Access to data/resources/network - Knowhow - Customer loyalty/Brand recognition - Community - … Validated ☐	**External Factors: Obstacles and Dependencies** Any regulatory obstacles? Is your solution, and the demand for your solution, dependent on 3rd party technology, or vulnerable to developments in: Market/Society (Trends), Technology, Legislation… Validated ☐	**Partnerships** Who do you need to partner with to make this happen? What value are your partners getting from partnering with you? Why would they partner with you? Why would they not partner with you, or why would they stop? Validated ☐	**Channels/Access** Through which channels or touchpoints can you reach your customers and funnel leads into sales? E.g. communities, social media, pitch meetings, Google searches, LLM RAG, AI-agents…? Do you have direct access to the decision maker, or indirect access via a "champion" inside their organization? Validated ☐
Assessment	*Early Traction / Revenue / Recurring cust./ Retention?* What traction are you getting from these early adopters? LOI? Some revenue? Are they recurring customers? If not, consider if your Early Adopters might be elsewhere. Validated ☐	*Prevalence of competitors?* How ubiquitous / dominant / common are the existing solutions? Market dominated by big players? Red/Blue ocean? Validated ☐ *Price of the most prevalent solutions?* How much are your target customers currently willing to pay to solve this problem? Validated ☐	*Strength of competitive advantage?* How sustainable is your competitive advantage, short-term and long-term? What are its vulnerabilities? Validated ☐	*Risk (Impact x Likelihood)?* How *likely* is it that those factors would change, and what would the *consequence* of that change be for your business? Validated ☐	*Dependency on partners?* If a partnership does not work out, how difficult would it be to find an equivalent alternative? Validated ☐	*Repeatable sales process?* Have you found the marketing and sales process through which you can predictably generate leads and turn them into recurring sales? Validated ☐

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