

<p><b>PROBLEM</b></p> <p>List your top 1-3 problems.</p>           <p><b>EXISTING ALTERNATIVES</b></p> <p>List how these problems are solved today.</p>	<p><b>SOLUTION</b></p> <p>Outline a possible solution for each problem.</p>	<p><b>UNIQUE VALUE PROPOSITION</b></p> <p>Single, clear, compelling message that states why you are different and worth paying attention.</p>           <p><b>HIGH-LEVEL CONCEPT</b></p> <p>List your X for Y analogy e.g. YouTube is Flickr for videos.</p>	<p><b>BUY-IN / SUPPORT</b></p> <p>List people whose support you need or could block you.</p>	<p><b>CUSTOMER SEGMENTS</b></p> <p>List your target internal customers and users.</p>           <p><b>EARLY ADOPTERS</b></p> <p>List the characteristics of your ideal internal customers.</p>		
<p><b>KEY METRICS</b></p> <p>List the key numbers that tell you how your project is doing.</p>		<p><b>CHANNELS</b></p> <p>List your path to customers (internal or external).</p>		<table border="1"> <tr> <td data-bbox="56 1292 1335 1679"> <p><b>COST STRUCTURE / BUDGET</b></p> <p>List your fixed and variable costs.</p> </td> <td data-bbox="1335 1292 2620 1679"> <p><b>VALUE CREATED</b></p> <p>List the positive impact on the business in monetary terms.</p> </td> </tr> </table>	<p><b>COST STRUCTURE / BUDGET</b></p> <p>List your fixed and variable costs.</p>	<p><b>VALUE CREATED</b></p> <p>List the positive impact on the business in monetary terms.</p>
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2	3	4	9	1
	8		5	
7		6		

CANVAS FILL ORDER

# Lean Canvas for Internal Projects

Adapted from Lean Canvas by Spark59. Download from [IntrapreneurNation.com/tools/](http://IntrapreneurNation.com/tools/)