



**JOINT
ECONOMIC
DEVELOPMENT
INITIATIVE**

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Lean Canvas

JEDI's Indigenous Entrepreneur Toolkit



Jointly developed with *Artful*
Sciences™



Introduction - Lean Canvas

- One page tool
- Plan key components of your business or business model
- Adapted from the Business Model Canvas by Ash Maurya
- By hand or computer templates
- By one person or a cross-functional team

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
Top 3 problems	Top 3 features	Single, clear, compelling message that states why you are different and worth paying attention	Can't be easily copied or bought	Target customers
Existing Alternatives	Key Metrics		9	Channels
	Key activities you measure	Path to customers		
Cost Structure		Revenue Streams		
Fixed and Variable Costs		Sources of Revenue		
8		7		
PRODUCT		MARKET		



Planning - Lean Canvas

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
Top 3 problems	Top 3 features	Single, clear, compelling message that states why you are different and worth paying attention	Can't be easily copied or bought	Target customers
Existing Alternatives	Key Metrics		Channels	Early Adopters
	Key activities you measure	Path to customers		
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Why use a Lean Canvas

- High-level business model definition
- Designed for entrepreneurs & existing businesses
- Encourages strategic and creative thinking
- Can be done quickly – It's easy to do and easy to understand
- Identifies key areas that matter (prior to a business plan)



How to Create a Lean Canvas

- Watch this short video: [LINK](#) (only 4 minutes)
- Follow the step-by-step process in this guide and refer to the example on the next page. A fillable template is provided on the last page.
- NOTE: The order can vary. The order in this guide is one of many ways to work through the Lean Canvas.
- It doesn't need to be extremely detailed
- The process is iterative - you may need to revisit previous steps as you define each section



<p>1. Problem</p> <p>Finding healthy dining options more conveniently.</p> <ul style="list-style-type: none"> • There are no restaurants walking distance from dense business districts. • Citizens are not able to easily access healthy food options at food trucks. • Healthy options have longer wait times. <p>Existing Alternatives</p> <ul style="list-style-type: none"> • Traditional BBQ. • Prepackaged salads. • Cold-cut sandwiches. 	<p>2. Solution</p> <ul style="list-style-type: none"> • Convenience of a food truck • Healthy options of an upscale restaurant. • Speed of fast food. 	<p>9. Unique Value Proposition</p> <p>Healthier Faster Food</p> <p>Our service offers a unique combination of health, convenience, and variety.</p> <p>Our proprietary cooking techniques, locally sourced and organic ingredients make us the ideal food truck for individuals seeking to save time while living a healthy lifestyle.</p> <p>High Level Concept</p> <p>A healthy fast food that reaches customers on the go via a food truck franchise, as well as distribution of branded products and merchandize.</p>	<p>6. Unfair Advantage</p> <p>Traditional Recipes</p> <ul style="list-style-type: none"> • Proprietary Recipes • Founder Chef Montana - Authentic Italian Food • Proven food truck model 	<p>3. Customer Segments</p> <ul style="list-style-type: none"> • Lunch Hour <ul style="list-style-type: none"> ○ Working professionals ○ Students • Rest of the day <ul style="list-style-type: none"> ○ Park visitors ○ Tourists ○ Event attendees <p>Early Adopters</p> <ul style="list-style-type: none"> • Office workers and students at lunch break. <p>Referrals</p> <ul style="list-style-type: none"> • Mother groups seeking to select the most healthy and convenient option.
<p>8. Cost Structure</p> <p>Running at 20% profitability</p> <ul style="list-style-type: none"> • 35% Baseline (maintenance, gas, salaries) • 50% Ingredients and service (food, silverware, napkins, etc.) • 15% Marketing (social media promotion, print & ads) 		<p>7. Revenue Streams</p> <ul style="list-style-type: none"> • 2 food trucks currently operating. • 5 new trucks in 5 new cities will launch in Q4 2022. • Tomato sauce brand tested at restaurants. 		

PRODUCT

MARKET



Lean Canvas

Project Name

01-Jan-2020

Iteration #x

Problem Top 3 problems 1 Existing Alternatives	Solution Top 3 features 2	Unique Value Proposition Single, clear, compelling message that states why you are different and worth paying attention 9	Unfair Advantage Can't be easily copied or bought 6	Customer Segments Target customers 3 Early Adopters
	Key Metrics Key activities you measure 5		Channels Path to customers 4	
Cost Structure Fixed and Variable Costs 8		Revenue Streams Sources of Revenue 7		
PRODUCT		MARKET		



(1) Problem

Identify the problems your customers may experience

- List up to 3 problems that your product/service solves for people who buy your product/service



1. Problem

Finding healthy dining options more conveniently.

- There are no restaurants walking distance from dense business districts.
- Citizens are not able to easily access healthy food options at food trucks.
- Healthy options have longer wait times.

Existing Alternatives

- Traditional BBQ.
- Prepackaged salads.
- Cold-cut sandwiches.



(1) Problem

Identify Existing Alternatives

- Consider competitors, workarounds



1. Problem

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Existing Alternatives

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(2) Solution

Top three solutions

- Describe your solutions for each problem



2. Solution

- Convenience of a food truck
- Healthy options of an upscale restaurant.
- Speed of fast food.

1. Problem

Finding healthy dining options more conveniently.

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Existing Alternatives

- Traditional BBQ.
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3. Customer Segments

- Lunch Hour
 - Working professionals
 - Students
- Rest of the day
 - Park visitors
 - Tourists
 - Event attendees

Early Adopters

- Office workers and students at lunch break.

Referrals

- Mother groups seeking to select the most healthy and convenient option.

(3) Customer Segments

- Do you know your customers?
- How do you normally group your customers?
- What groups do you need to target differently?
- What do customers want & they are will pay for
- If you don't have customers: market research

Early Adopters:

Who has shown an early interest?



Organic Customer Acquisition

- Presence at dense business districts, parks, events.
- Social media following
- Bloggers, Tastemakers

(4) Channels

What channels are you going to use to reach your customers?

Your “path” to your customers.



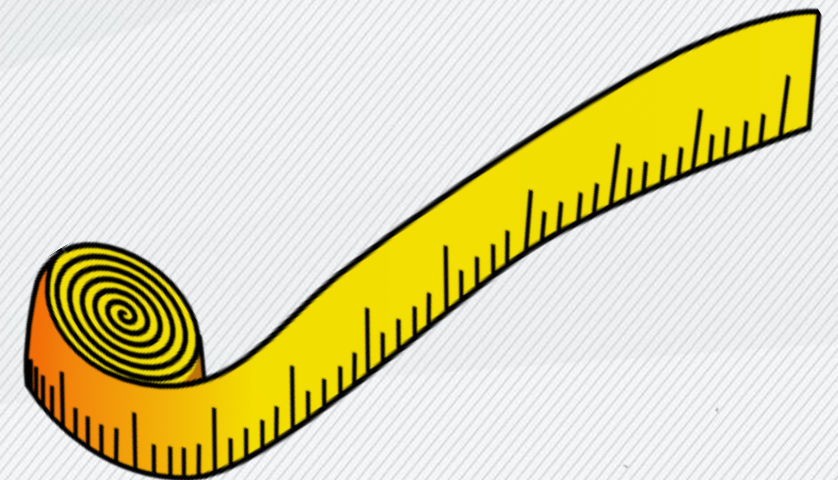
(5) Key Metrics

3 Key items that you are going to track & monitor to tell you how your business is performing.

- Financial metrics are always important
- You can identify some key activities that you want to watch closely to see how your customers are responding

5. Key Metrics

- Faster prep time for healthier food.
- Lower calories.
- Competitive prices with fast food menus.
- Popular menu items determined based on customer data.



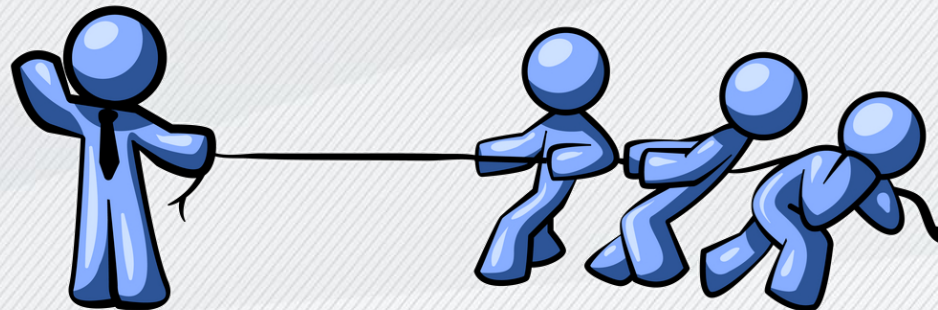
(6) Unfair Advantage

What is it about your products and/or services that is difficult for competitors to replicate or buy?

- It is what you have that no other business has

Traditional Recipes

- Proprietary Recipes
- Founder Chef Montana - Authentic Italian Food
- Proven food truck model



7. Revenue Streams

- 2 food trucks currently operating.
- 5 new trucks in 5 new cities will launch in Q4 2022.
- Tomato sauce brand tested at restaurants.

(7) Revenue Streams

List how you will make money:

- Describe the MAIN sources of your revenue.
- Are there price considerations - eg. wholesale?



(8) Cost Structure

List the LARGEST fixed and variable costs for your business.

Variable expenses are costs to produce product or provide services - they directly vary with volume:

- Production Materials
- Direct labour
- Shipping & Packaging
- Utilities/fuel used to produce
- Commissions

Fixed expenses are costs you are obligated to pay, regardless of volume:

- Salaries
- Rent or mortgage payments
- Car loan payments
- Insurance premiums
- Phone and utility bills

8. Cost Structure

Running at 20% profitability

- 35% Baseline (maintenance, gas, salaries)
- 50% Ingredients and service (food, silverware, napkins, etc.)
- 15% Marketing (social media promotion, print & ads)



(9) Unique Value Proposition

What is your unique value that your business will provide.

1. Single, clear, compelling message that states why you are different and why people buy from you



9. Unique Value Proposition

Healthier Faster Food

Our service offers a unique combination of health, convenience, and variety.

Our proprietary cooking techniques, locally sourced and organic ingredients make us the ideal food truck for individuals seeking to save time while living a healthy lifestyle.

High Level Concept

A healthy fast food that reaches customers on the go via a food truck franchise, as well as distribution of branded products and merchandize.



Lean Canvas Template

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