



**SMALL
BUSINESS
DEVELOPMENT
CENTER**

NAPA-SONOMA

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HOW TO CREATE YOUR LEAN CANVAS

The Lean Canvas is the perfect format for brainstorming possible business models, prioritizing where to start, and outlining your business concept. It is a great visual that captures your business model in a portable 1-page diagram.

As you look at the Canvas, you will see boxes for each subject. The Canvas is designed to be customer centric on the right hand side, product centric on the left, with the middle box of “Unique Value Proposition” linking the two sides and their contents.

We recommend that you also complete the necessary financial projection pages, which are provided in template form (Excel) on the SBDC’s home page, www.napasonomasbdc.org under Resources.

Early Adopters:

- Identify initial potential customers...the people who are waiting for your product or service to become available.
- The first people who will pay you for your product or service and may give you feedback that will help you perfect your product or services.
- 2-3 demographic segments at the most, e.g., women between the ages of 25-35, hikers, hobbyists.

Customers:

- Overall customers who will eventually buy your product or service, possible customers beyond your early adopters above.

Opportunity:

- What is the opportunity in the market that you have identified? Is there a problem or a gap in the marketplace that you will fill?
- What is your market niche?
- List 2-3 opportunities for your product or service.

Existing Alternatives:

- List existing competition, identify their strengths and weaknesses, how do they currently address the existing opportunity?

ECONOMIC WORKFORCE DEVELOPMENT

