**Lean Canvas for 3DS- Deep Dive**

**Instructions**

1. Complete the lean canvas template below using a firm of your choice. This may be a business you are currently working with or another business that is already in existence. The goal is to demonstrate your knowledge of how to assess each of the areas specified on the lean canvas.
2. Include your responses in the document below.
3. Submit your completed lean canvas within one week of your 3DS-Deep Dive application to this email address: 3DS2014@txstate.edu.
4. Remember that the quality of your lean canvas will be used in the selection process for 3DS-Deep Dive.

*Lean Canvas, adapted from 'Running Lean" by Ash Maurya. See book for more information on making and using this tool.*

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| **Problem / Need***Top 3 problems* | **Solution***Top 3 features* | **Unique Value** **Proposition**

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| *Single clear compelling message - state why different and worth buying* |
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 | **Competitive Advantage***Can't be easily copied or bought* | **Customer Segments***Target customers* |
|  |  |  |  |  |
| **Key Metrics***Activity that drives retention / revenue* | **Channels (Marketing and Communication)***Path to customers* |
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| **Cost Structure***Customer acquisition costs, distribution cost, people, etc.* | **Revenue Streams***Revenue model, lifetime value, revenue, gross margin* |
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