














LEAN MARKETING CANVAS®

Designed for:

Designer by:

Date: / /

<p>2  PROBLEMS/ISSUES problems to solve needs and delight for the user</p> <ul style="list-style-type: none"> • Value Stream Marketing Mapping (VSMM) • Customer Journey • User Experience (UX) • 5S Method 	<p>4  SOLUTIONS solutions to every problem</p> <ul style="list-style-type: none"> • Products • Services • Future Value Stream Marketing Mapping (FVSMM) 	<p>5  VALUE PROPOSITION why choose your solution</p> <ul style="list-style-type: none"> • Value Proposition • Digital Value Proposition • Value Pyramid 	<p>3  COMPETITIVE INTELLIGENCE best practice / alternative solutions competitor and market leader</p> <ul style="list-style-type: none"> • SWOT Analysis • Leader • Competitor • Market Analysis • Blue Ocean Strategy 	<p>1  CUSTOMERS who pay or choose the solution</p> <ul style="list-style-type: none"> • Buyer
<p>2.1  CAUSES identifies the causes advantages generator</p> <ul style="list-style-type: none"> • 5 Why • 4W + 2H What, When, Where, Who How, How much 	<p>7  PERFORMANCE / KPI expected quantitative results and qualitative / metric key / benchmark</p> <ul style="list-style-type: none"> • Key Performance Indicator (KPI) • Benchmark • Purchase Action Ratio (PAR) • Brand Advocacy Ratio (BAR) • Communication Tool Kit (Measuring Marketing Value) 	<p>5.1  KEY ADVANTAGE key element not copyable</p> <ul style="list-style-type: none"> • Brand Positioning • Unique Selling Proposition (USP) 	<p>6  CHANNELS distributive, promotional and communication</p> <ul style="list-style-type: none"> • Marketing Sales Funnel • Archetypes • 5 Patterns 	<p>11  USERS who use the solution</p> <p>12  INFLUENCER who will spread idea first</p> <ul style="list-style-type: none"> • Brand Ambassador • Referral • Evangelist

<p>8  COSTS ABC costing / pareto</p> <ul style="list-style-type: none"> • Pareto • ABC Costing 	<p>ACTIVITIES timesheet / gantt</p> <ul style="list-style-type: none"> • Timesheet • GANTT 	<p>RESOURCES partners / know how</p>	<p>9  REVENUES revenue streams</p>	<p>COMMERCIAL STRATEGY promotions / canvass</p> <ul style="list-style-type: none"> • Sales Strategy 	<p>PRICE STRATEGY dynamic prices</p> <ul style="list-style-type: none"> • Dinamics prices • User Experience (UX)
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2  **PROBLEMS/ISSUES**
problems to solve
needs and delight for the user


- Value Stream Marketing Mapping (VSMM)
- Customer Journey
- User Experience (UX)
- 5S Method

4  **SOLUTIONS**
solutions to every problem

- Products
- Services
- Future Value Stream Marketing Mapping (FVSMM)

5  **VALUE PROPOSITION**
why choose your solution

- Value Proposition
- Digital Value Proposition
- Value Pyramid

3  **COMPETITIVE INTELLIGENCE**
best practice / alternative solutions
competitor and market leader


- SWOT Analysis
- Leader
- Competitor
- Market Analysis
- Blue Ocean Strategy

1  **CUSTOMERS**
who pay or choose the solution

- Buyer

2.1  **CAUSES**
identifies the causes
advantages generator

- 5 Why
- 4W + 2H
What, When, Where, Who
How, How much

7  **PERFORMANCE / KPI**
expected quantitative results and
qualitative / metric key / benchmark

- Key Performance Indicator (KPI)
- Benchmark
- Purchase Action Ratio (PAR)
- Brand Advocacy Ratio (BAR)
- Communication Tool Kit (Measuring Marketing Value)

5.1  **KEY ADVANTAGE**
key element not copyable

- Brand Positioning
- Unique Selling Proposition (USP)

6  **CHANNELS**
distributive, promotional
and communication

- Marketing Sales Funnel
- Archetypes
- 5 Patterns

11  **USERS**
who use the solution

12  **INFLUENCER**
who will spread idea first

- Brand Ambassador
- Referral
- Evangelist

8  **COSTS**
ABC costing / pareto

- Pareto
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ACTIVITIES
timesheet / gantt

- Timesheet
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RESOURCES
partners / know how

9  **REVENUES**
revenue streams

COMMERCIAL STRATEGY
promotions / canvass

- Sales Strategy

PRICE STRATEGY
dynamic prices

- Dinamics prices
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