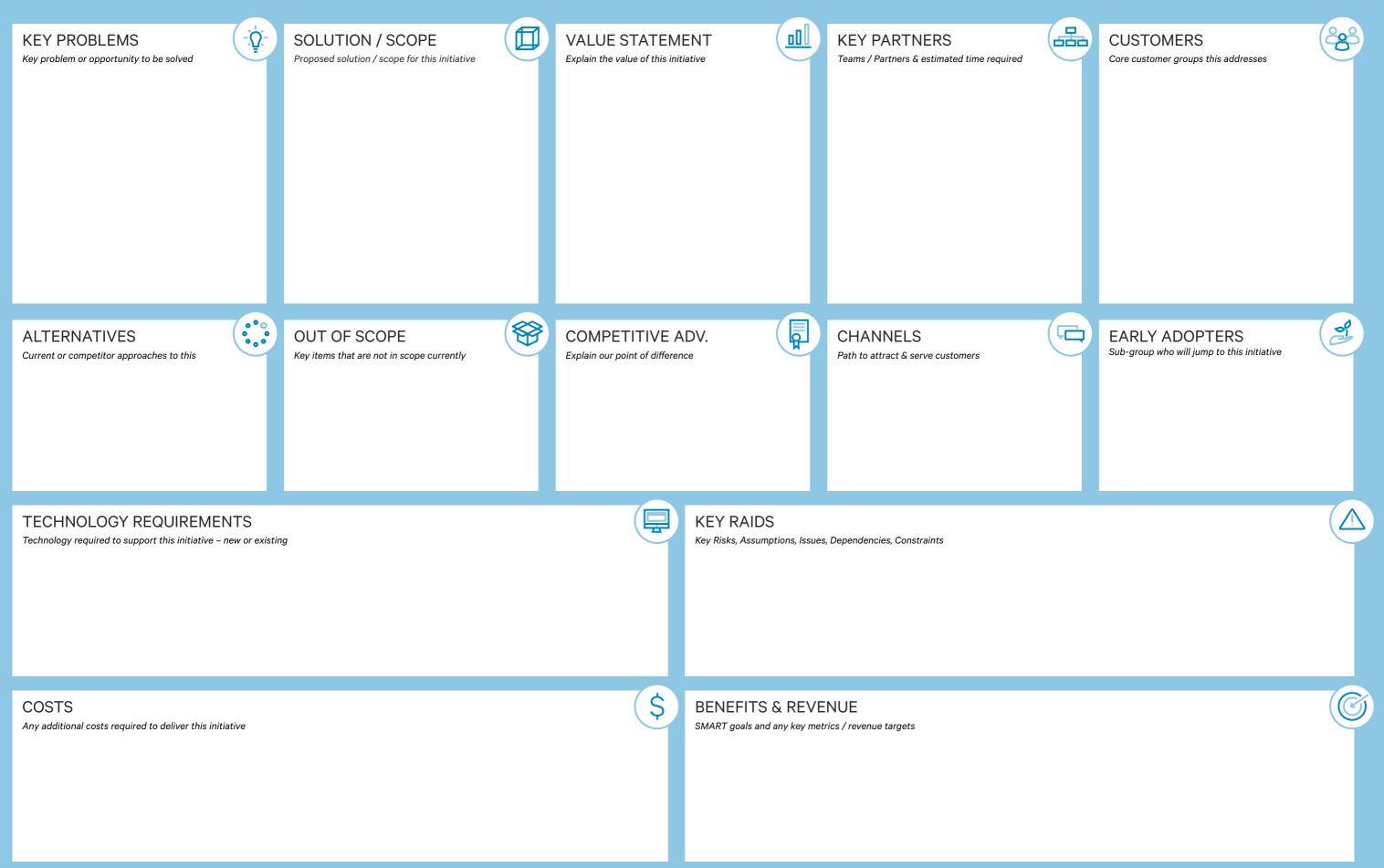# Lean Initiative Canvas

Initiative: Date:

SOFT ED

KEY PROBLEMS
Key problem or opportunity to be solved

SOLUTION / SCOPE
Proposed solution / scope for this initiative

VALUE STATEMENT
Explain the value of this initiative

KEY PARTNERS
Teams / Partners & estimated time required

CUSTOMERS
Core customer groups this addresses

ALTERNATIVES
Current or competitor approaches to this

OUT OF SCOPE
Key items that are not in scope currently

COMPETITIVE ADV.
Explain our point of difference

CHANNELS
Path to attract & serve customers

EARLY ADOPTERS
Sub-group who will jump to this initiative

TECHNOLOGY REQUIREMENTS
Technology required to support this initiative – new or existing

KEY RAIDS
Key Risks, Assumptions, Issues, Dependencies, Constraints

COSTS
Any additional costs required to deliver this initiative

BENEFITS & REVENUE
SMART goals and any key metrics / revenue targets