adelantum Expanded Lean Canvas

Adapted by Bob De Wilde - adelantum.eu

Customer segment
Demographics and psychographics of your target customer. If your customer is not your end user, make the distinction.

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Their Job To Be Done
Which goal are your customers trying to achieve?

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TAM:

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SAM:

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SOM:

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Growing market?

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Problem
How is your customer experiencing the problem? Describe their pain point(s) and frustration(s) in their own words.

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Symptoms
If your customer is not aware of their problem, what are the symptoms the problem they could recognize?

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Is the problem:

- Urgent?

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- Unavoidable?

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- Underserved?

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- Unchanging (Lasting)?

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Unique Value Prop.
From your customers' point of view, what is the benefit that they would need/want from your solution, that they are not getting from existing solutions?

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Solution
How will you deliver that value proposition?

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Painkiller or Vitamin?

Is this Benefit a "*Need-to-have*" or a "*Nice-to-have*"?

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Willingness to Pay?

- Currency for a *Minimum Helpful Solution*: Time, Effort, Personal Data, Referrals…
- Currency for an *Minimum Viable Product*: Money.

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Adoption Barriers
What are the reasons why customers (or anyone in your customer's organization) would *not* want to buy/use your product?

- Privacy/security concerns
- Changes to workflows or habits
- Sunk costs
- Irreversibility
- Risk of overreliance on a startup that might fail or pivot…)
- …

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Gains vs Pains to adopt

From your customers' POV, how big are the benefits of the solution compared to the pains of integrating a new solution in the way things are currently done?

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What is needed to remove the adoption barriers?

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Resources required
- Team/skills
- Time of development
- Technology
- Hardware
- Infrastructure
- Raw materials
- Data
- Licenses
- …

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Availability / Accessibility

Which of these resources do you already have? How easily can you acquire the others?

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Budget required

Forecasted budgets for the next 6 and 12 months?

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Revenue model
Subscription, Metered, Fees, Advertising, Direct sales, Razor and blades, Combined…

KPIs
What are they KPIs to track for this model?

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In this market, how big is:

- transaction value?

- margin?

- transaction volume?

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Recurring revenue model?

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Model changes with scale?

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Assessment

Early adopters
Who in your target customer segment is most desperate for your UVP, and would find your Minimum Helpful Solution or Minimum Viable Product most useful?

This will also help define your *Minimum Viable Segment* and *Launch Addressable Market*.

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Early Traction / Revenue / Recurring cust./ Retention?

What traction are you getting from these early adopters? LOI? Some revenue? Are they recurring customers?

If not, consider if your Early Adopters might be elsewhere.

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Existing solutions
Not just your competitors, but any method your target customers are currently using to deal with the problem, including their in-house AI solutions ("DIY AI").

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Prevalence of competitors?

How ubiquitous / dominant / common are the existing solutions?

Market dominated by big players?

Red/Blue ocean?

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Price of the most prevalent solutions?

How much are your target customers currently willing to pay to solve this problem?

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Defensibility / Moat
What would prevent competitors from taking your market share?

- IP
- Exclusivity/License deals
- Long-term contract
- Location
- Access to data/resources/network
- Knowhow
- Customer loyalty/Brand recognition
- Community
- …

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Strength of competitive advantage?

How sustainable is your competitive advantage, short-term and long-term? What are its vulnerabilities?

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External Factors: Obstacles and Dependencies
Any regulatory obstacles?

Is your solution, and the demand for your solution, dependent on 3rd party technology, or vulnerable to developments in: Market/Society (Trends), Technology, Legislation…

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Risk (Impact x Likelihood)?

How *likely* is it that those factors would change, and what would the *consequence* of that change be for your business?

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Partnerships
Who do you need to partner with to make this happen?

What value are your partners getting from partnering with you?

Why would they partner with you?

Why would they not partner with you, or why would they stop?

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Dependency on partners?

If a partnership does not work out, how difficult would it be to find an equivalent alternative?

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Channels/Touchpoints
Through which channels or touchpoints can you reach your customers, and funnel leads into sales? Communities, social media, pitch meetings, Google searches, LLM RAG, AI-agents…?

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Repeatable sales process?

Have you found the marketing and sales process through which you can predictably generate leads and turn them into recurring sales?

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Assessment