Lean Startup Business Plan (Example)

PROBLEM 01

- List a frustration your target market has.
  - ACME Clinic is too hard to access because they have 3000 patients per doctor.
  - ACME Clinic has a non-physician model for care.

Existing Alternatives

- List a potential competitor or similar business and their offering.
- **Wildfire Aesthetics** has a trendier marketing approach that appeals to all demographics
- **Front Porch Family Medicine** has a "for students" community college agreement

SOLUTION 05

- List how your business can solve a customer's problem.
- Offer innovative healthcare at a friendlier price.
- Appeal to a larger and growing demographic who want a relationship with their doctor.

UNIQUE VALUE PROPOSITION 02

- Write about what makes your product (you ARE the product!) special so you can convince a stranger to become your customer.

High-Level Concept

- Provide a short, catchy, easy-to-remember description of your product

KEY METRICS 06

- List a metric by which you measure the success of your business.
  - 10% profit increase by our third year
  - Increased customer retention rate at the end of each year

CUSTOMER SEGMENTS 03

- List personas of the people that you expect to use your product.
  - Students
  - Professionals

EARLY ADOPTERS

- List specific characteristics of your early adopters.
  - Students who see having access by text as a break from the stress of having to make an appointment in person to review labs.
  - Professionals who appreciate cost-savings through transparent lab and imaging pricing.

UNFAIR ADVANTAGE 07

- List what sets you apart from competitors.
- All-In-One services.
- New features that patients are looking for.

CHANNELS

- List the ways you plan to reach your audience.
- Physical space
- Social media

COST STRUCTURE 04

- What are the fixed and variable costs to launch your product or service? Consider the cost at each stage from setting up a website, hiring employees, production, marketing, and bringing them to patients.

REVENUE STREAMS 08

- How will you generate income? Show a pricing model of your product or service and include other revenue sources, such as sales and subscription fees.

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Lean Startup Business Plan (Your Turn!)

PROBLEM 01	SOLUTION 05
UNIQUE VALUE PROPOSITION 02	**KEY METRICS 06**
CUSTOMER SEGMENTS 03	**UNFAIR ADVANTAGE 07**
	CHANNELS
COST STRUCTURE 04	**REVENUE STREAMS 08**

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