

NHS Clinical Entrepreneur Programme - CEP Prep Learning.

Session 3: Lean Canvas

Learning Outcomes:

This session will teach you how to deconstruct your startup idea or innovation into a one-page business plan. It will help you to map your ideas, and key assumptions around your problem and solution which will help you when formulating a business plan. After the session, you will be able to produce a lean canvas and utilise it for different areas of your innovation.

Key Points:

Lean Startup Steps

- Step 1 – Understand customer problem.
- Step 2 – Design solution.
- Step 3 – Design business model.
- Step 4 – Choose most critical risks.
- Step 5 – Build: Build minimum viable product to test critical risks.
- Step 6 – Measure: Test with customers.
- Step 7 – Learn: Analyse feedback.
- Step 8: Repeat steps 5-7 until the business model is viable or consider if you need to pivot and redesign your business model.
- Remember to separate customers (e.g. hospitals) and users (e.g. patients) - solve problems for both.
- Create a clear and to the point unique value proposition.

- Tips for completing a lean canvas: should take less than 30 minutes, move on if you get stuck (may show biggest risk), customer vs user, present it to someone, complete multiple iterations.

<p>PROBLEM</p> <p>List your customers top 3 problems</p>	<p>SOLUTION</p> <p>Outline possible solution for each problem</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>Single, clear, compelling that turns an unaware visitor into an interested prospect</p>	<p>UNFAIR ADVANTAGE</p> <p>Something that can't be easily copied or bought</p>	<p>CUSTOMER SEGMENTS</p> <p>List your target customers and users</p>
<p>EXISTING ALTERNATIVES</p> <p>List how these problems are solved today</p>	<p>KEY METRICS</p> <p>List key numbers telling how your business is doing today</p>	<p>HIGH LEVEL CONCEPT</p> <p>List your X for Y analogy (e.g. YouTube = Flickr for videos)</p>	<p>CHANNELS</p> <p>List your path to customers</p>	<p>EARLY ADOPTERS</p> <p>List characteristics of your ideal customer</p>
<p>COST STRUCTURE</p> <p>List your fixed and variable costs</p>		<p>REVENUE STREAMS</p> <p>List your sources of revenue</p>		

Lean Canvas is adapted from **Business Model Canvas** and is licensed under the Creative Commons Attribution-Share Alike 3.0 Un-ported License.

LEAN CANVAS

Resources and further reading:

[Image from Lean Foundry](#)

[The Lean Startup - Eric Ries](#)

[Running Lean - Ash Maurya](#)

[Hooked - Nir Eyal](#)

[The Art of Doing Twice the Work in Half the Time - Jeff Sutherland](#)

[The Ultimate Sales Machine - Chet Holmes](#)