

7. – A BMC for a sustainable rural tourism business to be created in class in groups

| Lean Canvas | | Designed for: | Designed by: | Date: | Version: |
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| | | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Problem Top 3 problems | Solution Top 3 features | Unique Value Proposition Single, clear and compelling message that states why you are different and worth buying | Unfair Advantage Can't be easily copied or bought | Customer Segments Target Customers | |
| Existing Alternatives List how these problems are solved today. | Key Metrics Key activities you measure | | High-Level Concept List your X for Y analogy (e.g. YouTube = Flickr for videos) | Channels Path to customers | Early Adopters List the characteristics of your ideal customers. |
| Cost Structure List your fixed and variable costs. Customer acquisition costs Distribution costs Hosting People Etc. | | Revenue Structure List your sources of revenue. Revenue Model Life Time Value Revenue Gross Margin | | | |

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8. Do a BMC for one of your ideas to be presented next week Sunday 24th.

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