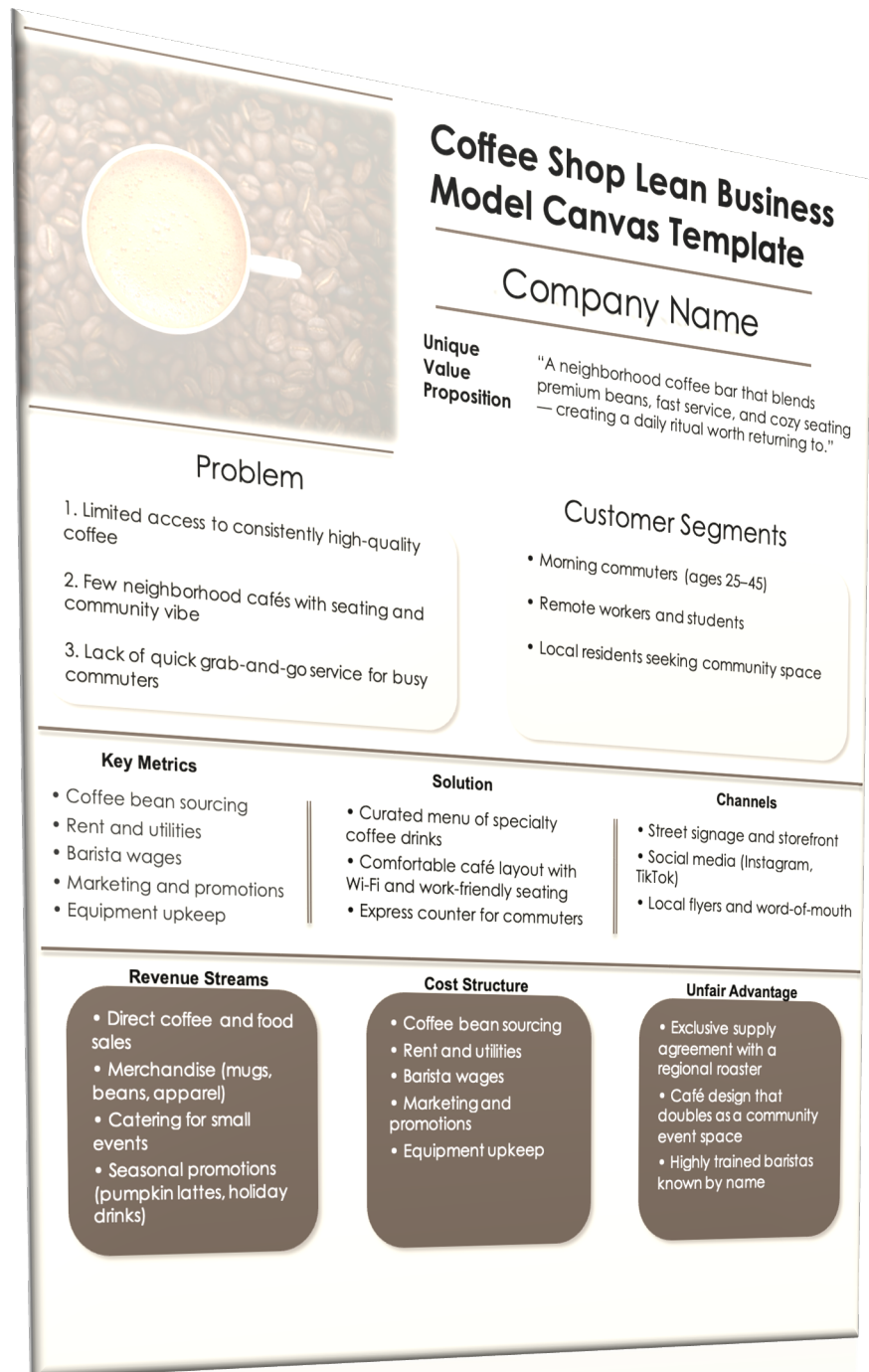


Business Model Canvas / Lean Canvas Template Example

Template begins on page 2.



The image shows a 3D rendering of a business model canvas template for a coffee shop. The template is divided into several sections: a header with a coffee cup image and title, a company name field, a unique value proposition, a problem statement, customer segments, key metrics, solution, channels, revenue streams, cost structure, and unfair advantage. The content is written in a clean, modern font, and the template is presented in a perspective view.

Coffee Shop Lean Business Model Canvas Template

Company Name

Unique Value Proposition

"A neighborhood coffee bar that blends premium beans, fast service, and cozy seating — creating a daily ritual worth returning to."

Problem

1. Limited access to consistently high-quality coffee
2. Few neighborhood cafés with seating and community vibe
3. Lack of quick grab-and-go service for busy commuters

Customer Segments

- Morning commuters (ages 25-45)
- Remote workers and students
- Local residents seeking community space

Key Metrics

- Coffee bean sourcing
- Rent and utilities
- Barista wages
- Marketing and promotions
- Equipment upkeep

Solution

- Curated menu of specialty coffee drinks
- Comfortable café layout with Wi-Fi and work-friendly seating
- Express counter for commuters

Channels

- Street signage and storefront
- Social media (Instagram, TikTok)
- Local flyers and word-of-mouth

Revenue Streams

- Direct coffee and food sales
- Merchandise (mugs, beans, apparel)
- Catering for small events
- Seasonal promotions (pumpkin lattes, holiday drinks)

Cost Structure

- Coffee bean sourcing
- Rent and utilities
- Barista wages
- Marketing and promotions
- Equipment upkeep

Unfair Advantage

- Exclusive supply agreement with a regional roaster
- Café design that doubles as a community event space
- Highly trained baristas known by name

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Lean Business Model Canvas Template

Unique
Value
Proposition

Problem

- 1.
- 2.
- 3.

Customer Segments

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Key Metrics

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Solution

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Channels

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Revenue Streams

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Cost Structure

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Unfair Advantage

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