The Lean Canvas

Designed for:	Designed by:	Date:	Version:
Startup Name	Name1, Name2, …	DD/MM/YYYY	X.Y

Problem

Top 3 problems

(1) Lack of historical knowledge (2) Financial Resources (3) Critical Race Theory

Solution

Top 3 features

(1) Survived 5 years
(2) Known statewide. nationally (3) Innovation -continual growth

Unique Value Prop.

Single, clear and compelling message that states why you are different and worth buying

Historically Black Pioneering communities have received National exposure and we are Partners with National Park Service

Unfair Advantage

Can't be easily copied or bought

Descendants of Brownlee and DeWitty continue to have a relationship today.

Customer Segments

Target Customers

History Buffs, Book, Play lovers, American patriots, Advocates of Equality, social media enthusiast

Existing Alternatives

List how these problems are solved today.

(1) Books, museums, libraries, University research

Key Metrics

Key activities you measure

enactments purchased, photo exhibits purchased, New media stories, grants received, social media followers

High-Level Concept

List your X for Y analogy (e.g. YouTube = Flickr for videos)

We are the African American view of American and World History

Channels

Path to customers

Museums, schools, publications, news, social media

Early Adopters

List the characteristics of your ideal customers.

Inquisitive about history and truth

Cost Structure

List your fixed and variable costs.

Customer acquisition costs	Prints & Frames
Distribution costs	Actors
Hosting	Web Development & Hosting
People	Costumes
Etc.	Rentals
	Airfare
	TOTAL----------$9.000

Revenue Streams

List your sources of revenue.

Revenue Model	Grants	$10,000
Life Time Value	Reenactment & Exhibits	$10,000
Revenue	TOTAL	$20,000
Gross Margin		

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Problem	Solution	Unique Value Prop.	Unfair Advantage	Customer Segments
Existing Alternatives	**Key Metrics**	**High-Level Concept**	**Channels**	**Early Adopters**

Cost Structure	Revenue Streams

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