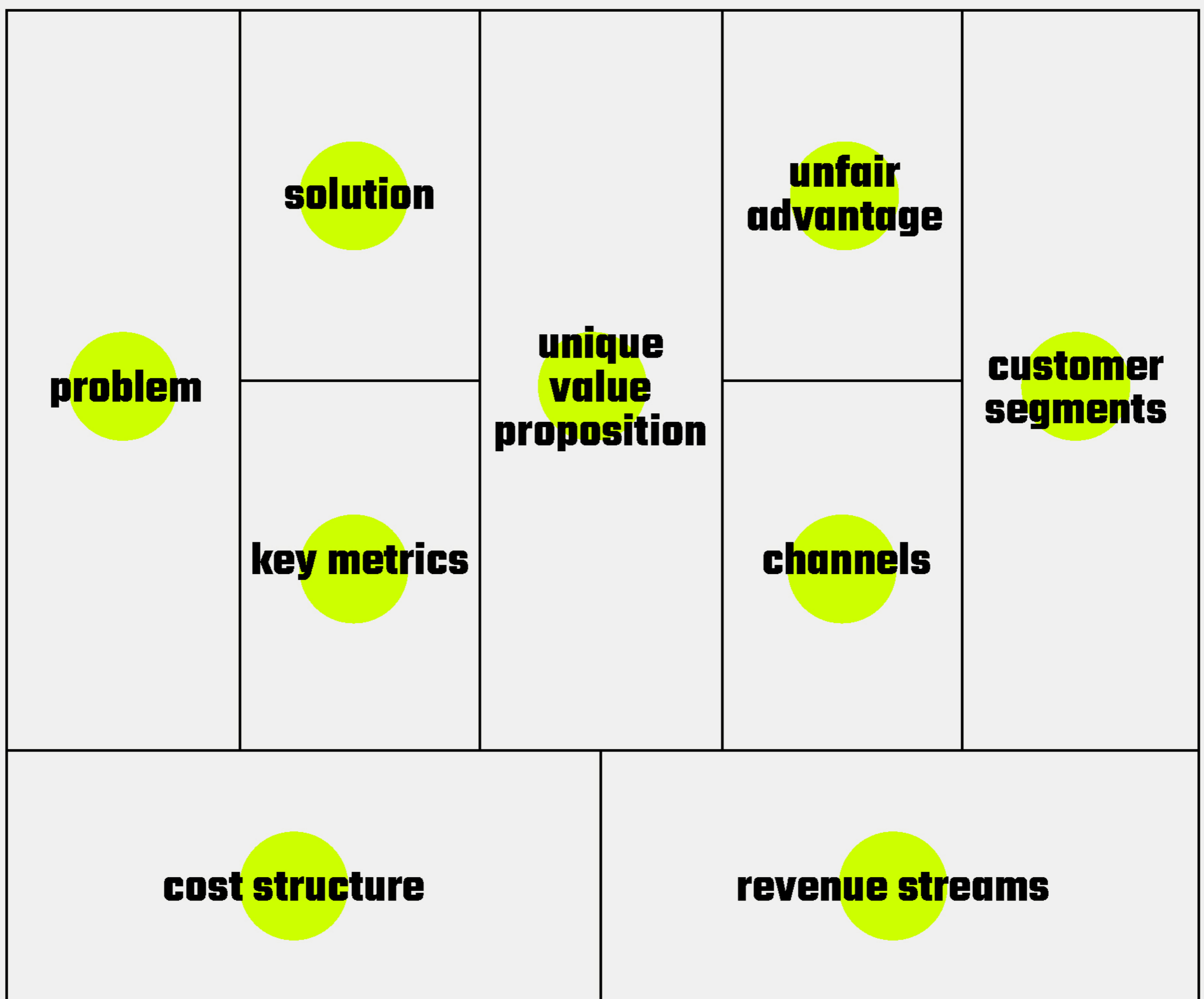


# VISUALIZING A BUSINESS MODEL

## THE LEAN CANVAS

The Lean Canvas is a 1-page business plan and a version of the Business Model Canvas optimized for Lean Startups.



Source: Maurya (2010)