LEAN MARKETING SPRINT CANVAS

® Beata Mosór-Szyszka, www.leanmarketingsprint.com

Project: People

DAY 1 - Plan

GOALS

TARGET GROUP

Problems:

Needs:

Characteristics:

LEITMOTIV

MAIN CHANNEL

MAIN FORM

NOTES

DAY 2 - Resources

LIST OF RESOURCES

DAY 3 - Tests

HYPOTESIS TO TEST / CONCLUSIONS

DAY 4 - Launch

RESPONSIBILITIES

Do

DAY 5 - Optimization

CONCLUSIONS

TO DO LIST