

Lean Concept Brief



Solution gap:

- What is missing

Solution Description

- What does it look like?

Unique Value Proposition

- How are you different from competitors

Customer Segments

- Target market

Existing Alternatives

- Competitors

Key Metrics

- Are you faster, better cheaper?

Cost:

- Internal
- External

Revenue/Demand

- Weighted pipeline or market opportunity

Decision

- Approval
- Conditional
- Rejection