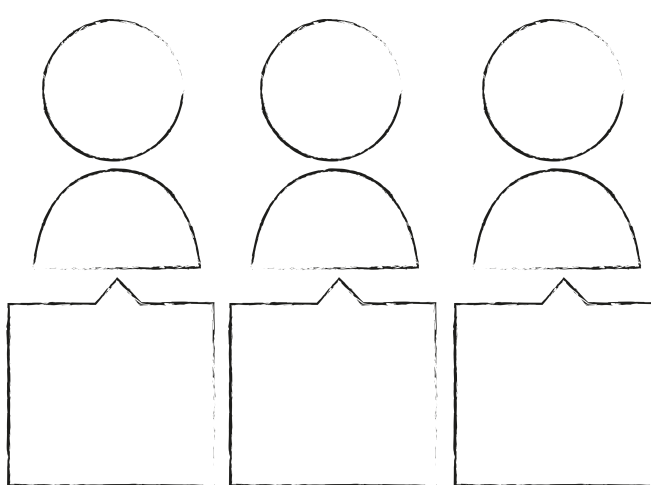





























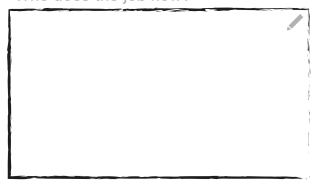
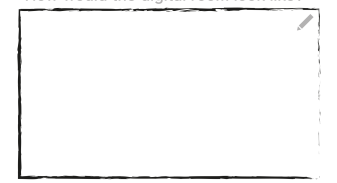
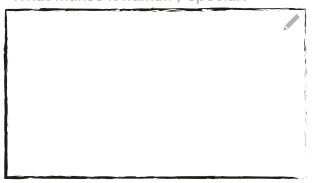
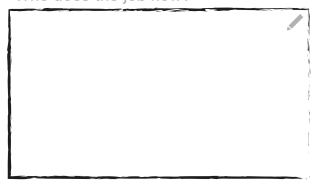
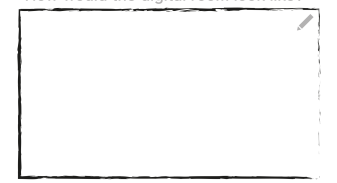
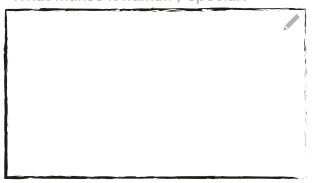












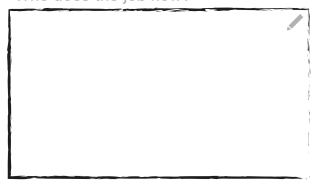
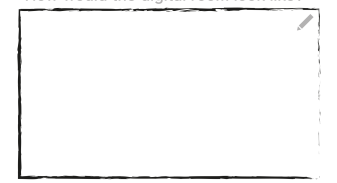
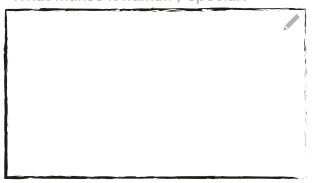


# Lean Brand Canvas

|   |  |   |   |  |       |  |  |       |   |  |       |   |  |       |  |   |       |   |  |   |  |  |   |
|---|--|---|---|--|-------|--|--|-------|---|--|-------|---|--|-------|--|---|-------|---|--|---|--|--|---|
| <p><b>Audience</b></p>   | <p><b>Competition</b></p> <hr/> <hr/> <hr/>  | <p><b>Purpose – Why / How / What</b></p>  <p><b>Who are you?</b></p> <hr/> <p><b>What do you do?</b></p> <hr/> <p><b>Why does it matter?</b></p> <hr/> <p><i>That's the important thing!</i> </p> |   |  |       |  |  |       |   |  |       |   |  |       |  |   |       |   |  |   |  |  |   |
| <p><b>Personality<sup>1</sup></b></p> <table border="0"> <tr> <td> elite</td> <td>_____</td> <td> mass appeal</td> </tr> <tr> <td> serious</td> <td>_____</td> <td> playful</td> </tr> <tr> <td> conventional</td> <td>_____</td> <td> rebel</td> </tr> <tr> <td> friendly</td> <td>_____</td> <td> authority</td> </tr> <tr> <td> mature</td> <td>_____</td> <td> young + innovative</td> </tr> <tr> <td></td> <td>_____</td> <td></td> </tr> </table> |  elite  | _____   |  mass appeal |  serious | _____ |  playful |  conventional | _____ |  rebel |  friendly | _____ |  authority |  mature | _____ |  young + innovative |  | _____ |  | <p><b>Values</b></p> <hr/> <hr/> <hr/> | <p><b>Emotion + Gut Feeling</b></p> <p> "If I use _____, I feel _____."</p> <p> "If I use _____, I feel _____."</p> <p> "If I use _____, I feel _____."</p> <p><small>What the audience says / feels about you</small></p> <hr/> <table border="1"> <tr> <td data-bbox="1131 1085 1444 1292"> <p>Who does the job now?</p>  </td> <td data-bbox="1467 1085 1803 1292"> <p>How would the digital room look like?</p>  </td> <td data-bbox="1825 1085 2139 1292"> <p>What makes it human / special?</p>  </td> </tr> </table> <hr/> <hr/> <hr/> | <p>Who does the job now?</p>  | <p>How would the digital room look like?</p>  | <p>What makes it human / special?</p>  |
|  elite   | _____  |  mass appeal   |   |  |       |  |  |       |   |  |       |   |  |       |  |   |       |   |  |   |  |  |   |
|  serious  | _____  |  playful  |   |  |       |  |  |       |   |  |       |   |  |       |  |   |       |   |  |   |  |  |   |
|  conventional  | _____  |  rebel   |   |  |       |  |  |       |   |  |       |   |  |       |  |   |       |   |  |   |  |  |   |
|  friendly  | _____  |  authority   |   |  |       |  |  |       |   |  |       |   |  |       |  |   |       |   |  |   |  |  |   |
|  mature  | _____  |  young + innovative  |   |  |       |  |  |       |   |  |       |   |  |       |  |   |       |   |  |   |  |  |   |
|    | _____  |    |   |  |       |  |  |       |   |  |       |   |  |       |  |   |       |   |  |   |  |  |   |
| <p>Who does the job now?</p>   | <p>How would the digital room look like?</p>  | <p>What makes it human / special?</p>    |   |  |       |  |  |       |   |  |       |   |  |       |  |   |       |   |  |   |  |  |   |