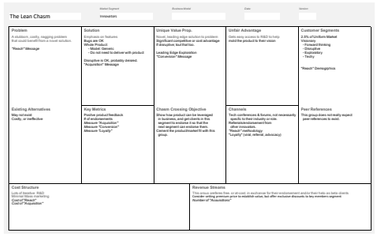
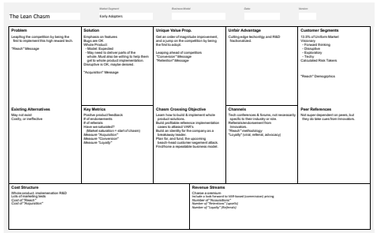
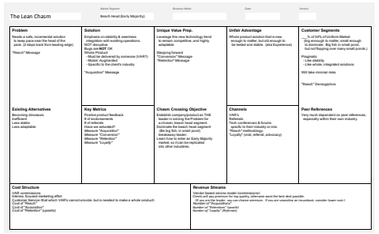
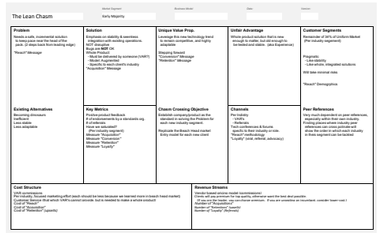
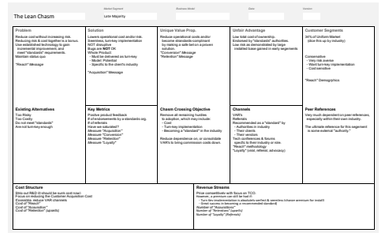
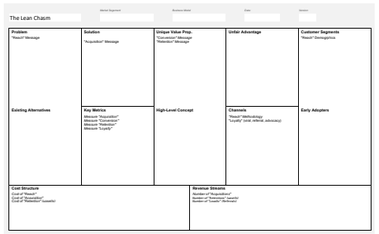
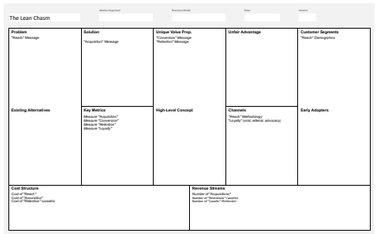
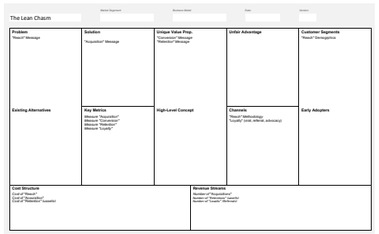
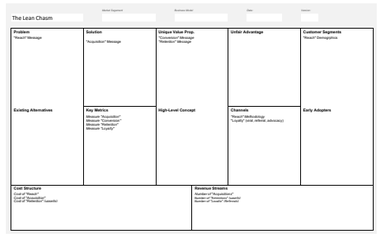
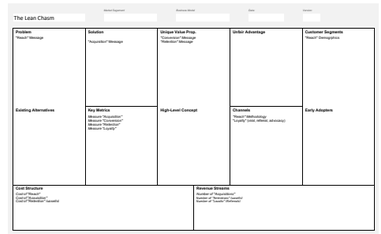
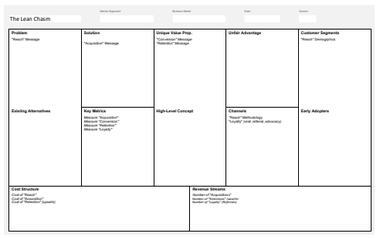
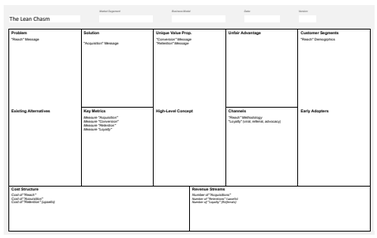
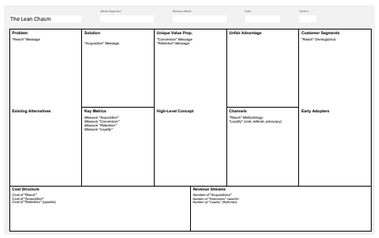
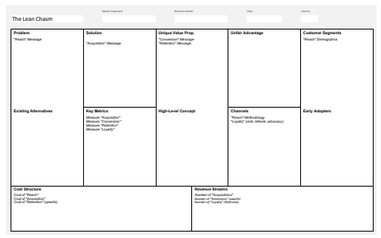
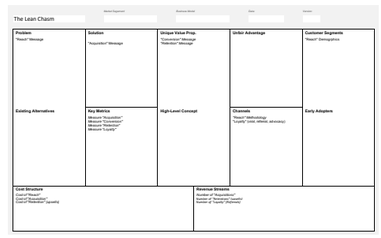
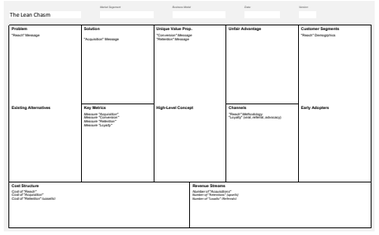
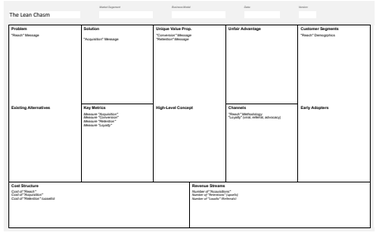
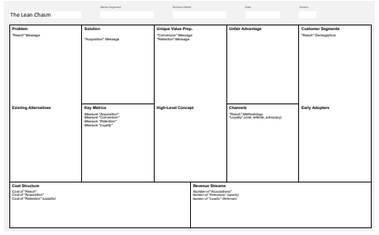
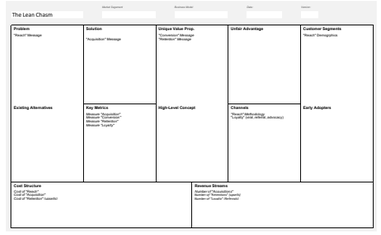
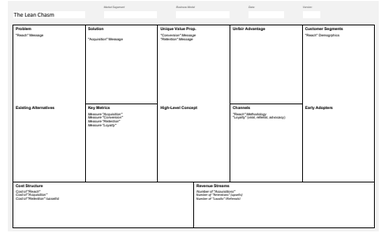
Lean Chasm v5 Matrix

	Innovators	Early Adopters	Beach Head	Early Majority	Late Majority
Instructions					
Customer Segement One					
Customer Segement Two					
Customer Segement Three					

Lean Canvas is adapted from The Business Model Canvas (www.businessmodelgeneration.com/canvas); Lean Chasm (this iteration) is adapted from the Lean Canvas (leancanvas.com), the book Crossing the Chasm by Geoffrey A. Moore 3rd. Edition, and other readings.; Accompanying excel implementation by: Neos Chronos Limited (http://neoschronos.com/) with Chasm Crossing Expansion by Rob Arnold. PDF implementation by Rob Arnold.

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