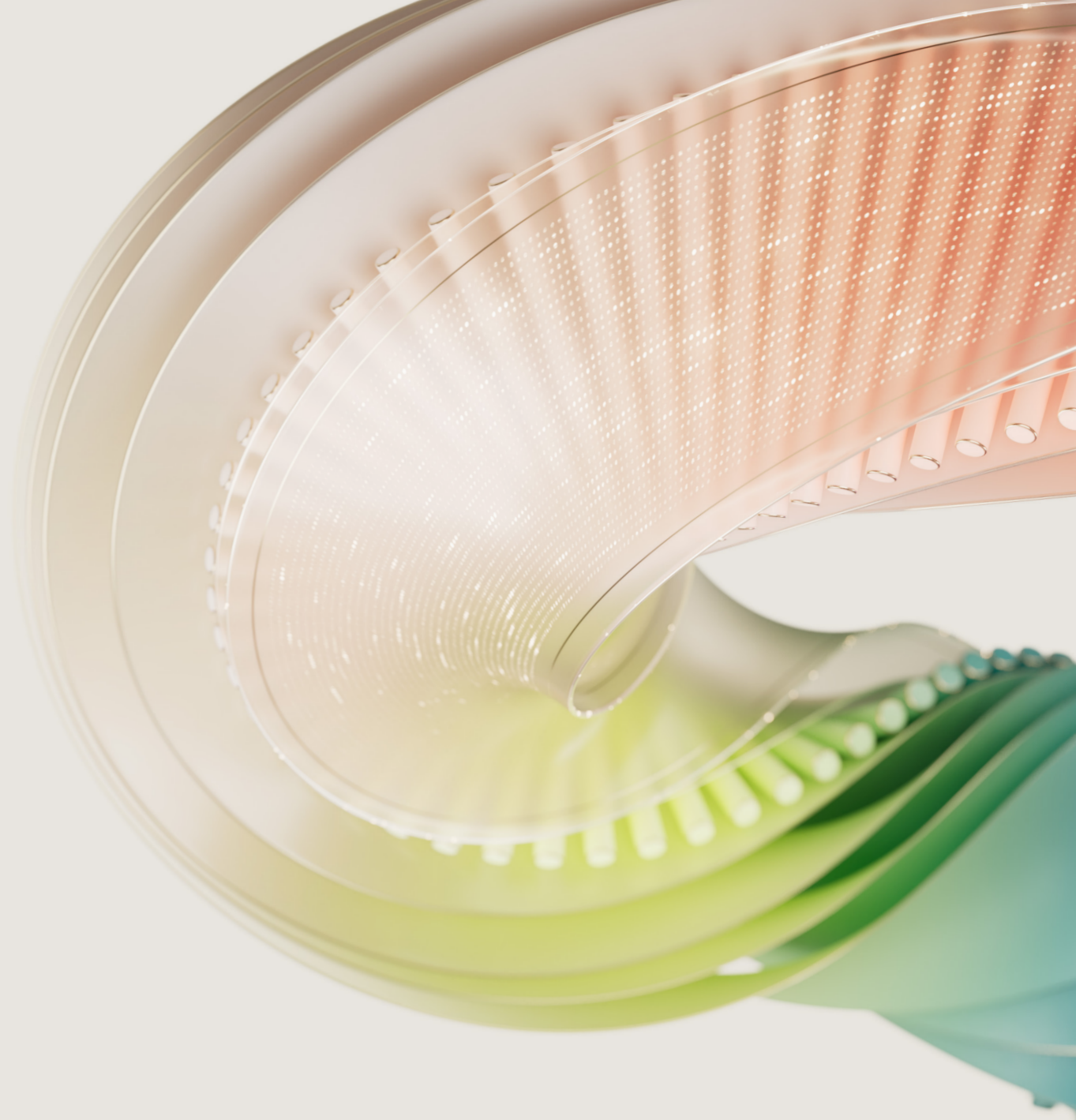


Get to know the Marketplace Lean Canvas

Designed for software development companies, the **Marketplace Lean Canvas** is a lightweight planning framework that helps you progress from concept exploration to a more clearly defined, marketplace-ready agent for **Microsoft Marketplace**.



AI agent planning with Marketplace Lean Canvas

Capability

Create a single, one-page visual that brings key assumptions together and helps teams clearly articulate:

- Customer needs
- Proposed solution
- Target audiences
- Business model considerations



Advantage

Reduce the fragmentation and misalignment that often slow early-stage AI agent concepts by helping teams:

- Clarify early ideas
- Organize key assumptions
- Align stakeholders
- Understand cost structures

Your AI-agent vision, captured in one view

Early-stage AI ideas can get lost in complexity and competing approaches. Inspired by the Business Model Canvas, the Marketplace Lean Canvas adapts a proven one-page planning approach to help you fast-track your concept to Microsoft Marketplace.

Agent opportunities

Identify the key problems your agent can solve and uncover customer pain points to guide early decisions.

Solutions

Define how your agent addresses customer needs and alleviates pain points to shape a practical offering.

Unique value proposition

Clarify what your company offers that others cannot and how your agent uniquely meets customer needs.

Unfair advantage

Highlight proprietary knowledge, partnerships, or expertise that give your agent a competitive edge.

Customer segments

Define who your solution is for, including their characteristics, geographies, and industries.

Key metrics

Track costs and timelines to measure progress and make data-driven decisions.

Channel

Plan to list your agent on Microsoft Marketplace to reach target customers efficiently.

Cost structure

Outline the major costs to understand financial needs and manage resources effectively.

Revenue streams

Identify how your solution generates revenue to plan monetization and growth strategies.

Continue exploring

Discover how to take AI agent concepts from design to scalable, monetizable solutions.

[Learn more](#) →

