



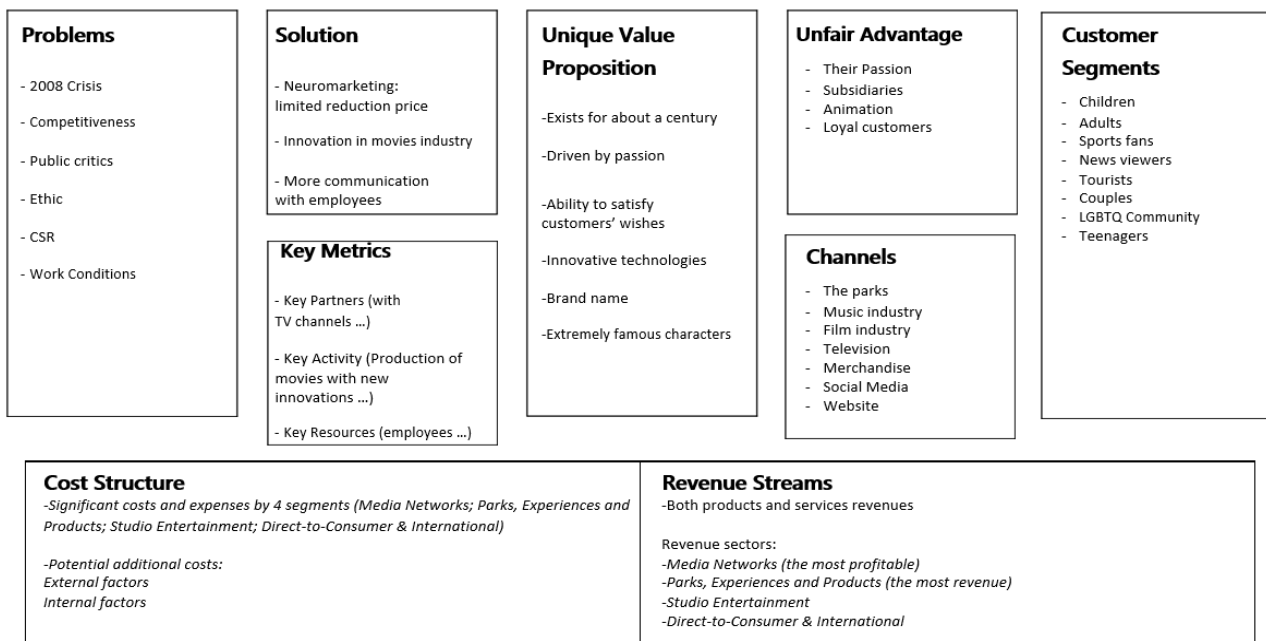
Lean Canvas, a Strategic Tool : The Walt Disney Company case

Introduction :

Lean Canvas was created in 2009 primarily to work with SaaS startups practiced but is now used in many large companies. It is quite similar to the Business Model Canvas structure but it has some main other advantages and can be easily used because :

- A business plan takes too long to write (and actually not everyone will read it)
- The Lean Canvas is designed to help creating a quick visualization of any idea, to share it and to get a feedback

Lean Canvas realised from a documentary study :



This tool can be very useful to refine the company's future strategy