

ABSTRACT

The advancement of technology and the internet has provided significant opportunities for the growth of Startups in Indonesia, especially among students and Micro, Small, and Medium Enterprises (MSMEs). One of the business models widely used by Startups is the Lean canvas, designed to help entrepreneurs focus their business strategies on relevant problems, effective solutions, and the creation of unique value for customers. This research aims to analyze the implementation of the Lean Canvas in D'Cetak, a Startup focused on providing printing services for students at Telkom University.

This study employs a qualitative approach with a descriptive method, where primary data is obtained through in-depth interviews with the management and team of D'Cetak, as well as direct observation. The analysis involves mapping out the elements of the Lean canvas, such as Problem, Customer Segments, Unique Value Proposition, Solution, Channels, Revenue Streams, Cost Structure, Key Metrics, and Unfair Advantage.

The research findings indicate that the implementation of the Lean Canvas at D'Cetak helps the Startup focus more on the specific problems and needs of its customers and offers appropriate and relevant solutions. The Lean Canvas also enables D'Cetak to identify and develop a unique value proposition and measure success through clear and measurable metrics. Thus, the Lean Canvas has proven to be an effective business model for D'Cetak in facing competition challenges in the Startup market and achieving sustainable growth.

Keywords: *Lean canvas, Startup, business model, D'Cetak, business strategy.*