

Lean Canvas Template

Designed for:

Capital One

Designed by:

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Iteration #1

Problem

top 3 problems

Small businesses are struggling to keep up with the online market due to COVID-19

Small businesses have a much smaller advertising budget so they struggle with getting the word out

There aren't too many outlets to support local communities while engaging in daily activities like food shopping.

Solution

top 3 features

Customer rating, photo / video present template

Connect users to businesses based on business type

Highlight business ownership and sustainability practices

Key metrics

key activities you measure

Number of website visitors and interactions, ratings of small businesses, customer comments (using tags to sort), customer's preference (according to previous rates/comments/clicks)

Unique value proposition

single, clean, compelling message that states why you are different and worth buying

Provides users with local business alternatives rather than large corporations when shopping for a product

Unfair advantage

can't be easily copied or bought

Highlight business ownership and sustainability practices (currently doesn't exist on the market)

Channels

path to customers

Advertise the application through social media platforms

Customer Segments

target customers

People who are looking to make a difference in their community/ make sustainable purchases

Anyone who uses the internet and has disposable income

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

Website costs, advertising, google maps api,

Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

Advertisements, donations