

# Lean Canvas

## Key Partners

- **Software Developers:** To code the product
- **Social Media Applications:** To promote the product to artist
- **IP Law firms:** To monitor intellectual property laws and pursue legal action against violations.
- **Designers:** To make the product visually appealing and functional
- **Art Websites:** To collaborate with for direct integration with our product

## Key Activities

- **Website Development:** Creating a pleasant UI
- **Reverse search Implementation:** Creating reliable and effective AI detection
- **Communication with Law Firms:** Maintaining up-to-date legal compliance
- **Communication with Users:** Creating communication channels between users and legal services
- **Marketing:** Attracting potential users

## Value Proposition

### Digital Artists:

- **Protection:** Protects artists' intellectual property from misuse.
- **Analytics:** Provides artists with analytics on how their art is used online.
- **Legal Action:** Enables artists to pursue legal action against intellectual property violations.
- **Financial:** Offers potential financial gains from lawsuits concerning serious infringements.

### Other Creative Art Professionals:

- **Contributes to a safer and more authentic online space, financially and ethically benefiting all digital art creators.**

## Customer Relationships

### Digital Artists:

- Offer regular updates about our service to keep users informed.
- Encourage user feedback to enhance the user experience.
- Produce data on intellectual property usage frequency to personalise user interactions.

### Other Creative Art Professionals:

- Develop partnerships with a range of IP firms to broaden user accessibility.
- Implement a referral program to incentivise existing users to invite others - expanding the network.

In both cases, relationships are primarily self-service, with personal assistance available for legal issues.

## Customer Segments

### Early Adopters:

- **Digital Artists:** People that draw and make pieces of digital art. E.g. Graphic, visual or 3D designers.

Digital artists are our early adopters as our product is targeted towards them. We offer features catered to their specific needs.

### Late Adopters:

- **Other Creative Art Professionals:** Anyone else who produces visual art that can be unlawfully misused for others gain. (Excluding music & written literature)

Our product is not specifically targeted towards our late adopters but can be modified to include them in the future.

## Key Metrics

### Human:

- Website developers and maintainers
- Legal teams specialising in intellectual property law
- Software engineers for implementing technical features

### Physical:

- Website license
- Servers and database
- Detection software for AI-generated image identification
- Reverse image search API from Google

### Financial:

- Cash for funding

## Channels

### For both Digital Artists & Other Creative Art Professionals:

- **Through Website:** Acts as a Central hub for tracking artwork status and overall project insights.

- **Email:** Deliver updates (e.g. newsletter) on the program. Also, a way for artists to give feedback.
- **Online advertisements & social media:** Advertisements on platforms like Art Station will spread awareness especially if collaborating with artists.

## Cost Structure

- Website domain cost
- Advertisement
- Legal fees
- Cloud security server costs/maintenance cost
- Paying employees/salaries for developers, designers, and etc
- Research and development

## Revenue Streams

Generating revenue from **digital artists** and **others in the creative arts industry**, while maintaining affordability and user experience:

- In-app or website advertising.
- Earning a percentage from licensing fees after successful legal actions.

- Offering tiered subscription models based on the artist's size:
  - **Professional:** Most searches, extra support.
  - **Freelance:** Moderate searches, standard support.
  - **Beginner:** Limited searches, budget friendly.