

The Lean Canvas

Designed for:

chatson

Designed by:













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Version:

1

Problem  <ul style="list-style-type: none"> Filtering, illegality and information leakage of social network platforms for cyberspace communication 	Solution  <ul style="list-style-type: none"> Providing a secure platform (no information leakage) and legal (no vpn needed) 	Unique Value Prop.  <ul style="list-style-type: none"> Combining the features of non-leakage, legality and no need for filtering in social networks 	Unfair Advantage  <p>—</p>	Customer Segments  <ul style="list-style-type: none"> Polytechnic family (professors, students, employees, graduates)
Existing Alternatives  <ul style="list-style-type: none"> Telegram Whatsapp twitter Bale Eita 	Key Metrics  <ul style="list-style-type: none"> The number of installation and registration of this software Number of published posts 	High-Level Concept  <ul style="list-style-type: none"> Free chat with university family at high speed 	Channels  <ul style="list-style-type: none"> Publication of paper posters on the university bulletin board Telegram groups Instagram stories on personal pages Word of mouth advertising (face to face) 	Early Adopters  <ul style="list-style-type: none"> students
Cost Structure  <ul style="list-style-type: none"> Manpower Poster ads, banners published on popular Telegram channels The technical cost of the site (server, provided web services, etc.) Hardware (system, RAM, etc.) 		Revenue Streams  <ul style="list-style-type: none"> Click Advertising Banner ads Premium accounts in updated versions 		