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| **Lean Canvas** | | TKH | | |  | | Bahjat Khan |  | 09/01/2020 |  |  |
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| **Problem** | **Solution** | | **Unique Value Proposition** | | | **Unfair Advantage** | | | **Customer Segments** | | |
| 1. Sometimes lot of call bring confusion to customer addresses,phone number.  2.Sometimes we cant track truck drivers  3. We have to calculate currency manually. | Top 2 features  1.When a user taking customer call and put a address and number it going to dsipatched automatically to drivers.  2. Dispatcher can track truck driver movements.  3. Currency accuracy | | Single, clear and compelling message that states why you are different and worth buying  All currency will calculated automatically. | | | | Can’t be easily copied or bought | | Tow truck companies | | |
| **Existing Alternatives** |  | | **High-Level Concept** | | | |  | | **Early Adopters** | | |
| Google Maps  Whatsapp |  | | Truck driver tracker  Dispatch the call directly | | | |  | | Tow truck companies  Dispatchers | | |
| **Cost Structure** | | | | **Revenue Structure** | | | | | | | |
| Hosting + Marketing | | | | Software fee + Service Charge | | | | | | | |
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| **Lean Canvas** | |  | | |  | |  |  |  |  |  |
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| **Problem** | **Solution** | | **Unique Value Proposition** | | | **Unfair Advantage** | | | **Customer Segments** | | |
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| **Existing Alternatives** | **Key Metrics** | | **High-Level Concept** | | | | **Channels** | | **Early Adopters** | | |
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| **Cost Structure** | | | | **Revenue Structure** | | | | | | | |
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