Product 1 - IS322

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
it can be annoying to find recipes	provide recipes as a grocery list through an app	automatic shopping list generation based on recipes	automatic shopping list generation based on recipes	casual cooks
annoying to remember what to buy at the store	-allow users to search for recipies	"Want to cook something? Get an automatically generated shopping list, then a recipe!"	Extreme convenience for intended use	**EARLY ADOPTERS**
There exist multiple recipes with different ingredients.	-once a recipe is chosen, provide them with a shopping checklist		State of the art recipe api with over 250,000 recipes with images, and a concise list of ingredients	casual cooks
	-once checklist done, shows cooking instructions	**HIGH-LEVEL CONCEPT**		
EXISTING ALTERNATIVES	**KEY METRICS**		**CHANNELS**	
grocery lists	a cool million		the app	
websites to look up recipes				
cookbooks to look up recipes				

COST STRUCTURE	REVENUE STREAMS
if the app had a lot of users (>50000 queries/day?), we'd have to pay the API provider for further access to their data	the app will be free, revenue will be generated by ads; additionally, a deluxe version of the app will be available that will disable all ads for a one-time payment of $5.

Lean Canvas is adapted from The Business Model Canvas (BusinessModelGeneration.com) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Un-ported License.