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|  | **Project Name:**MicroChat | **Date**: [10/1/20] |
|  |  | **Version**: [1.5] |

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| **Problem**  **List** | **Solution** | **Unique Value** **Proposition** | **Competitive Advantage** | **Customer Segments** |
| 1. Current messaging application’s lack of security or concern about data usage 2. Lack of stability of some current messaging applications 3. Cost of many current messaging applications | Creating a messaging application that is designed with security in mind, is architecturally sound/stable, and free to consumers. | This solution would be uniquely appealing as it would be designed with security and transparency in mind, as well as being extremely stable, and absolutely free. | By utilizing a microservice based architecture the application can be fairly easily scaled on demand as well as support redundancy significantly increasing its stability. | Users of other messaging application unsatisfied with the currently available application/solutions or concerned with how companies hosting said applications might be using their data. |
| **Key Metrics**   * User adoption * Application uptime * Security vulnerabilities found * Security vulnerabilities fixed | **Channels**  Facebook advertisements  Google advertisements  Referral |
|  |  |
| **Cost Structure** | | **Revenue Streams** | | |
| Variable: Hosting, consultation  Fixed: Tool Licenses | | In-application advertisements | | |