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| **SMART ATTENDANCE - LEAN CANVAS** | | | | | | | |
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| **Problem** | **Solution** | | **Unique Value Proposition** | | **Unfair Advantage** | | **Customer Segments** |
| * Students’ poor academic performance due to chronic absenteeism * Parent’s financially burdened having to re-enroll their children in subjects they failed. | * Automated attendance checker. * Smart notification to parent/guardian about students’ class attendance. | | A system that can monitor in real time if the student attends class or not and sends notification to their parents/guardians. | | | Can induce the students to attend classes regularly. | Students who will be mandated by schools to wear the device on their ID for monitoring |
| **Existing Alternatives** | **Key Metrics** | | **High-Level Concept** | | | **Channels** | **Early Adopters** |
| * SEAtS | * Number of devices sold * Number of parent users * Number of school partners | | Smarter monitoring of students’  attendance. | | | * Demonstrations * Referrals * Word of mouth | Schools and Universities. |
| **Cost Structure** | | | | **Revenue Structure** | | | |
| * Material acquisition cost * Development Production cost * Product demonstration cost | | | | * Direct selling revenue * Ad revenue | | | |
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