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| **Student Buddies - LEAN CANVAS** | | | | | | | |  |
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| **Problem** | **Solution** | | **Unique Value Proposition** | | **Unfair Advantage** | | **Customer Segments** | |
| 1. Low number of studious students, with acquaintances to study with for some schools.  2. Finding like minded individuals to help with studying.  3. Self study is sometimes not enough preparation for tests. | 1. Find classmates, schoolmates, or students from other colleges for public or private study group creation.  2. Discuss topics, give information ,and share tips and techniques for classes.  3. Make quizzes to test each other. | | A place for students to collaborate while learning by helping each other study and sharing tips and techniques from different schools. | | | Student-Centric design | Students who want to study with other people. | |
| **Existing Alternatives** | **Key Metrics** | | **High-Level Concept** | | | **Channels** | **Early Adopters** | |
| - Physical study groups  - StudyPal, based in America | - Active users  - Premium memberships  - VIP subscriptions  - Net Profit | | Student Buddies  = Reddit for study groups | | | - Online advertising  - word of mouth | - students from top schools  from basic to higher education | |
| **Cost Structure** | | | | **Revenue Structure** | | | | |
| Customer acquisition costs  Hosting  Operational Cost  Marketing and Advertising  Research and Development | | | | One-Time lifetime Premium membership  VIP subscription for a limited time  Ad Revenue  Sponsorships  Donations | | | | |
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