# Timup Lean Canvas

## 1. Problem

* Startups struggle to find early money or specialists with relevant skills.
* Current crowdfunding platforms lack normal people's engagement.
* Existing platforms separate time and money contributions (e.g., Upwork vs. AngelList).
* The Dynamic Shares allow startups to share their stocks in order to do their projects, also allows freelancers to contribute in order to receive shares.

## 2. Customer Segments

* Early-stage startup founders (seeking team or capital)
* Specialists (freelancers, skilled professionals seeking flexible equity projects)
* First-time or micro-investors (who want gamified, accessible exposure to startups)
* Micro investors (Angel investors, etc.)

## 3. Unique Value Proposition

* A gamified platform where players invest time or money in real startups — and earn assets, money, and reputation as the startups succeed.

## 4. Solution

* A marketplace where startups post their pitch deck, progress, milestones, and needs: skill-based mini-projects or funding requirements.
* Users invest either time (working on projects) or money (buying equity tokens). The Dynamic Shares allow startups to share their stocks in order to do their projects, also allows freelancers to contribute in order to receive shares.
* Platform and platform’s mentors track contributions and performance.
* Gamified interface with XP, levels, virtual assets (better houses, cars, jets, etc.).

## 5. Channels

* Startup accelerators (Hub71, YC Startup School)
* LinkedIn, Twitter (startup and builder communities)
* Subreddits (r/startups, r/freelance, r/entrepreneur)
* Web3 and gamification forums
* Direct outreach to university entrepreneurship clubs

## 6. Revenue Streams

* Platform commission on trades and payments
* All payments converted to USDT?

## 7. Cost Structure

* Web & game development (frontend, backend, 3D/VR interface)
* Cloud hosting & storage
* AI valuation engine development
* Community management & support
* Marketing (early access + PR campaigns)

## 8. Key Metrics

* Daily/weekly active users
* Number of startup submissions
* Total time/money invested
* Successful project completions
* Leaderboard activity and user retention

## 9. Unfair Advantage

* Dual investment model (time & money)
* Gamified, immersive experience with real economic value
* AI-powered valuation and predictive cashout logic
* Early mover in “startup metaverse” positioning