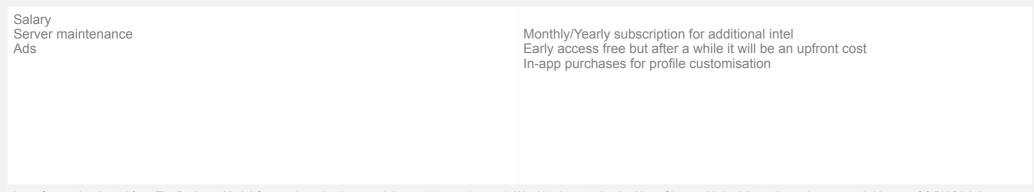
	Designed for:	Designed by:	Date:	version:
Lean Canvas	NoiseMap App	Orac Alexandru	29.March	1

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
Cities are getting bigger and thus more noisy. A good sleep and life is usually decided by how much noise is around you. Prolonged exposure to high noise leads to hearing loss.	Having a way to check the noise in an area before buying/renting a place. Having a way of monitoring the noise around you. Having a visual map to monitor noise will help in taking easier decisions. Using crowdsourcing to have updated information	All in one app that lets you monitor your noise levels around you but also in other parts of the city.	Can't be easily copied or bought Not just a simple map that shows the "noise" but also a place where people can share what kind of noises they are hearing (ex. a parade on Avenue Street, band in a pub etc)	People that are looking for a place to stay. People that are looking for events in the area. People that want to see how much noise they are being subjected to.
Existing Alternatives	Key Metrics	High-Level Concept	Channels	Early Adopters
There aren't many noise map apps, let alone apps that also integrate the social aspect of noise such as events etc.	The noise of cities but also the events happening or that will happen and thus will have an influence of the noise.	This app is like Waze but for noise and events. It lets people contribute by tagging noise made by events but also by sending information about nearby noise(airports etc)	Advertising but also posts on reddit and twitter so people can check it out and contribute.	People that want to help other people but also who wants to be in touch with what is happening. People that care about the noise arount them. Smartphone Users

Cost Structure

Revenue Structure 10% App creation fees, 20% server and maintanance, 45% developers, 25% advertising, moduri de revenue



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