

		Designed for:	Designed by:	Date:	Version:
Lean Canvas		NoiseMap App	Orac Alexandru	29.March	1
Problem 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.	Solution 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	Unique Value Proposition All in one app that lets you monitor your noise levels around you but also in other parts of the city.	Unfair Advantage 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)	Customer Segments 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 There aren't many noise map apps, let alone apps that also integrate the social aspect of noise such as events etc.	Key Metrics The noise of cities but also the events happening or that will happen and thus will have an influence of the noise.	High-Level Concept 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)	Channels Advertising but also posts on reddit and twitter so people can check it out and contribute.	Early Adopters 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 around them. Smartphone Users	
Cost Structure			Revenue Structure 10% App creation fees, 20% server and maintainance, 45% developers, 25% advertising, moduri de revenue		

Salary
Server maintenance
Ads

Monthly/Yearly subscription for additional intel
Early access free but after a while it will be an upfront cost
In-app purchases for profile customisation

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