

Lean Canvas

Designed for:
TKH Module_7

Designed by:
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mvp

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
<p>Assist minority owned small business or entrepreneurs with websites/apps.</p> <p>Connecting new devs from underserved communities w/ those inner city small biz types</p> <p>Foment free promotion for devs.</p>	<p>Dev sign up & biz user sign up, self reported profiles; no fees, suggested fees for users to pay devs.</p> <p>In app chat solution between both user types</p> <p>Differentiated CRUD abilities; devs add users take on projects; biz users provide testimonials; admin is arbiter</p>	<p>Economically Disadvantaged Small Business & Entrepreneurship referral program (<u>edSBe</u>) aims to bridge the tech chasm bet biz needs while honing new developer skills to create websites and projects for devs to showcase. Inner city biz & entrepreneur to promote developers on their social media platforms in symbiosis for the hood, within the hood & exclusively for the benefit of the hood.</p>	<p>Web app that offers fledging dev free websites for users, businesses & individual who can't afford one; promoting freelance and consulting among devs, intra neighborhood referrals. Not charge 4 users & devs sign up. Free dev social media promotion from users. Unique space, easier to target companies who care about tech diversity and promote entrepreneurship.</p>	<p>Small businesses who can pay devs nominal fee to devs. Companies that can loan dev time and donate to have group cloud and web hosting to defray initial upfront web app costs. Existing small business and entrepreneurs identified by community partners; non traditional biz.</p> <p>Inner city jr developers.</p>
Existing Alternatives	Key Metrics	High-Level Concept	Channels	Early Adopters
<p>Inner city jr dev don't have enough unique projects on portfolio to showcase. Existing projects too cookie cutter.</p> <p>Economically disadvantaged biz and entrepreneurs rely on BIDs for support, use SaaS platforms that increase revenue but profit, i.e., uber eats, unique websites possible.</p>	<p>Review testimonials for accuracy and veracity. Cloud computing, web hosting utilization. Whether projects are being completed. Increase testimonials. Monitor comments. Company sponsors to defray continued costs. Track dev satisfaction; follow through on social media promotion from biz/entrepreneur.</p>	<p>edSBe app is Nextdoor for inner city biz users to connect w community developers.</p>	<p>User & developer sign-up with targeted with google ads and FB ads; inner city outreach, community partners already doing the work or job</p>	<p>Jr Web developers from the inner city trying to break into tech, existing small business looking to increase digital footprint; any inner city biz type willing to roll the dice on newly minted dev, self taught or schooled.</p>
Cost Structure		Revenue Structure		
<p>Fixed cost initial AWS web hosting dev allocation, \$1000-2000 first 10 dev projects community outreach – man hours and fliers to nonprofits, engaging with partners Dev acquisition cost and user cost \$5 per capita, fliers and google ad budget \$500 Monthly; web app distribution costs, sideload app via Bitrise ~\$100, hosting via heroku Costs down, initial volunteer efforts, community partner utilization, man hours</p>		<p>Company sponsored revenue (non-starter); initial 5k outlay. Revenue model- tech Donations; no other initial sources of revenue; expected donations from user 5% Life time value dependent on volume of users – company sponsors. Revenue driving advertisements for developer aids After incurring direct costs, app will not make money, user base volume to collect sponsor donation.</p>		