Lean Canvas

Product Name

Ideation Template

305Soft
SOFTWARE FOR LIFE

Problem

Top 3 problems

For the customer segment you are working with, describe the top 1-3 problems they need solved.

Solution

Top 3 features

Don't fully define a solution. Simply sketch out the top features or capabilities for each problem.

Unique Value Proposition

Single, clear, compelling message that states why you are different and worth paying attention to

A good UVP gets inside the head of your customers and focuses on the benefits your customers derive from using your product.

Advantage

Who are possible competitors? Why will this product get enough market share to be viable?

Customer Segments

Describe your target customers. Any specific age range? Gender? Location? Profession? Unique characteristics?

Who are your early adapters?

Keep in mind: you can't effectively build, design, and position a product for everyone.

Feasibility

- *How will your 305Soft team build a MVP in 8 weeks?*
- *Do you or someone you know have domain expertise?*
- *How will your team build it using FlutterFlow and Google Firebase services?*
- *Are there Web APIs to use?*
- *What will be cloud functions?*
- *Will your team code websites?*

Revenue Streams

Potential sources of revenue