

Lean Canvas TeamBeast

Problem <ul style="list-style-type: none">- Lack of Motivation- Changes in Teams- Difficulties finding a good coach/trainer- High costs- Low fan engagement- Lack of team identity	Solution <ul style="list-style-type: none">- Recognizable identity- Strengthening team spirit- Affordability	Unique value proposition <p>We create high-quality, affordable and customizable mascots that bring small sport teams to life, boosting team spirit, fan engagement, and community support without breaking the budget!</p>	Unfair Advantage <ul style="list-style-type: none">- Affordability- Accessibility- Tailed for amateur teams	Customer segments <ul style="list-style-type: none">- Team sport Teams,- Coaches and managers of teams.
	Key metrics <ul style="list-style-type: none">- CAC- Conversion rate- Social media engagement		Channels <ul style="list-style-type: none">- Social media- Partnerships- Paid ads	

Cost structure <ul style="list-style-type: none">- Marketing- Salaries- Manufacturing & materials- Logistics & shipping- Warehousing	Revenue streams <ul style="list-style-type: none">- Sales- Partnerships & sponsorships
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