

Designed for:	Designed by:	Date:	Version:
Mozilla MVP Lab	HERrising team	07-06-2020	1

## Lean Canvas

<b>Problem</b>  1. A working mother irrespective of her earnings, irrespective of the help she receives still feels lack of support in day to day life while doing second shift at home.  2. A home maker irrespective of what degree she holds, she will always feel lack of financial independence at various junctures of her life.  3. A woman who hold extra appetite for income is looking to take up micro tasks	<b>Solution</b>  1. Create online platform for women community to exchange their informal skills while carrying out their day to day chores. 2.Create task will help women delegate tasks to someone 3.Local search for the tasks will help women utilize their informal skills and gain financial	<b>Unique Value Proposition</b>  The idea promises of building strong support system within women community itself by helping women to utilize their informal skills to gain financial independence or help delegating informal tasks to someone, thus achieving balance in life.	<b>Unfair Advantage</b> 1.Ability to schedule tasks within community s ease in managing day to day chores 2.The portal leader board will help them gain popularity in terms of their inform skills	<b>Customer Segments</b>  Lower and Higher middle class women community of India
<b>Existing Alternatives</b>  Reach out for help/work within our social contacts.	<b>Key Metrics</b> 1.No of tasks completed per month 2.No of new users per month	<b>High-Level Concept</b>  Strong support system within women community to empower each other	<b>Channels</b>  1.Flyers to be circulated with D&I teams in offices,to be distributed within different official women community groups like Sheroes, JobsForHer, BeyonDiversity, SWE India, Women's web, HerKey. 2.Word of mouth, Instagram, Facebook, internet forums	<b>Early Adopters</b>  Corporate women
<b>Cost Structure</b>  Development Hosting Marketing Payment		<b>Revenue Structure</b>  6 months free, then charge 100 rupees/month as part of registration process and earn comission of 10% for every transaction		

# Neos Chronos Lean Canvas Template