

# The Lean Canvas

## Problem

Lack of authentic Indian food availability at economic rates.

Limited healthy and delicious vegetarian and vegan options.

Difficulty in finding convenient and accessible food options.

## Solution

Indian food truck with different meal plans.

Vegetarian and vegan options only.

Food truck location.

## Existing Alternatives

Other food trucks like mystik masala, Adel.

Vegan restaurants like planta queen.

Indian restaurants like kailash parbat, Spice symphony.

## Key Metrics

Revenue per day/week/month.

Retention rate.

Average customer rating.

The number of new customers per day/week/month.

## Cost Structure

One-time startup costs  
(food truck, equipments, Licenses, Permits, Insurance)

Customer acquisition cost  
(Marketing , Advertising)

Inventory and  
(Ingredient salaries)

Lean Canvas is adapted from The Business Model Canvas ([www.businessmodelcanvas.com/](http://www.businessmodelcanvas.com/))

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Designed for:

Desi Thelewala

Designed by

Aakash,

Unique Value Prop.

Authenticity in terms of taste

Cultural Experience

Unfair Advantage

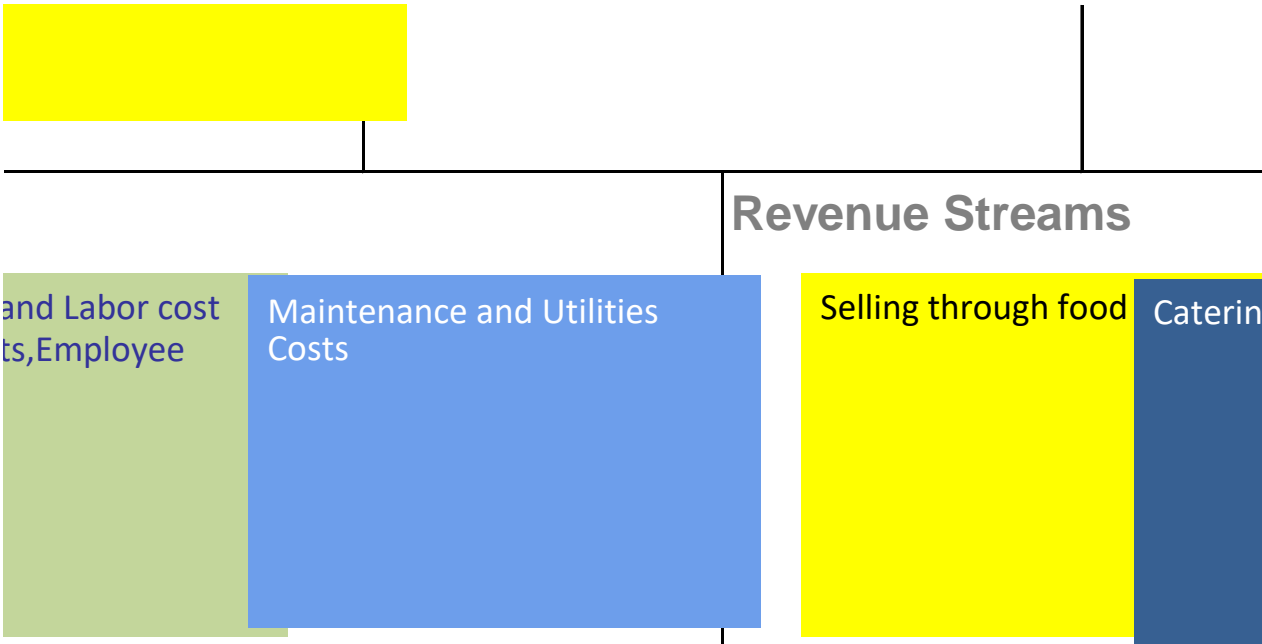
Local market  
Indian cuisine

High-Level Concept

To provide a new and exciting food experience that combines the rich and diverse flavors of Indian cuisine with the growing demand for vegetarian and vegan options in NYC.

Channel Strategy

Social media



modelgeneration.com/canvas)

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Name:  
Jessica,Keya

Date:  
17 April 2023

Version:

## Advantage

ation of truck which  
kes it convenient for  
an students

Availability of different  
menu on different days so  
that no one gets bored

## Customer Segments

Customers for Budget-  
friendly food options

Individuals who love Indian  
cuisine

Customers looking for  
Vegan and vegetarian menu

## els

cial Media

Word of Mouth

## Early Adopters

Indian cuisine lovers

Young Adults from the Indian  
Subcontinent

Food enthusiasts/explorers

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g	Merchandising	Tie ups with colleges	Special students offers and bulk discounts
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*Documentation:*

[Read Instructions](#)

[Watch YouTube video](#)

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# The Business Model Canvas

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Desi Thelewala

Designed by:

Aakash,Jesica,Keya

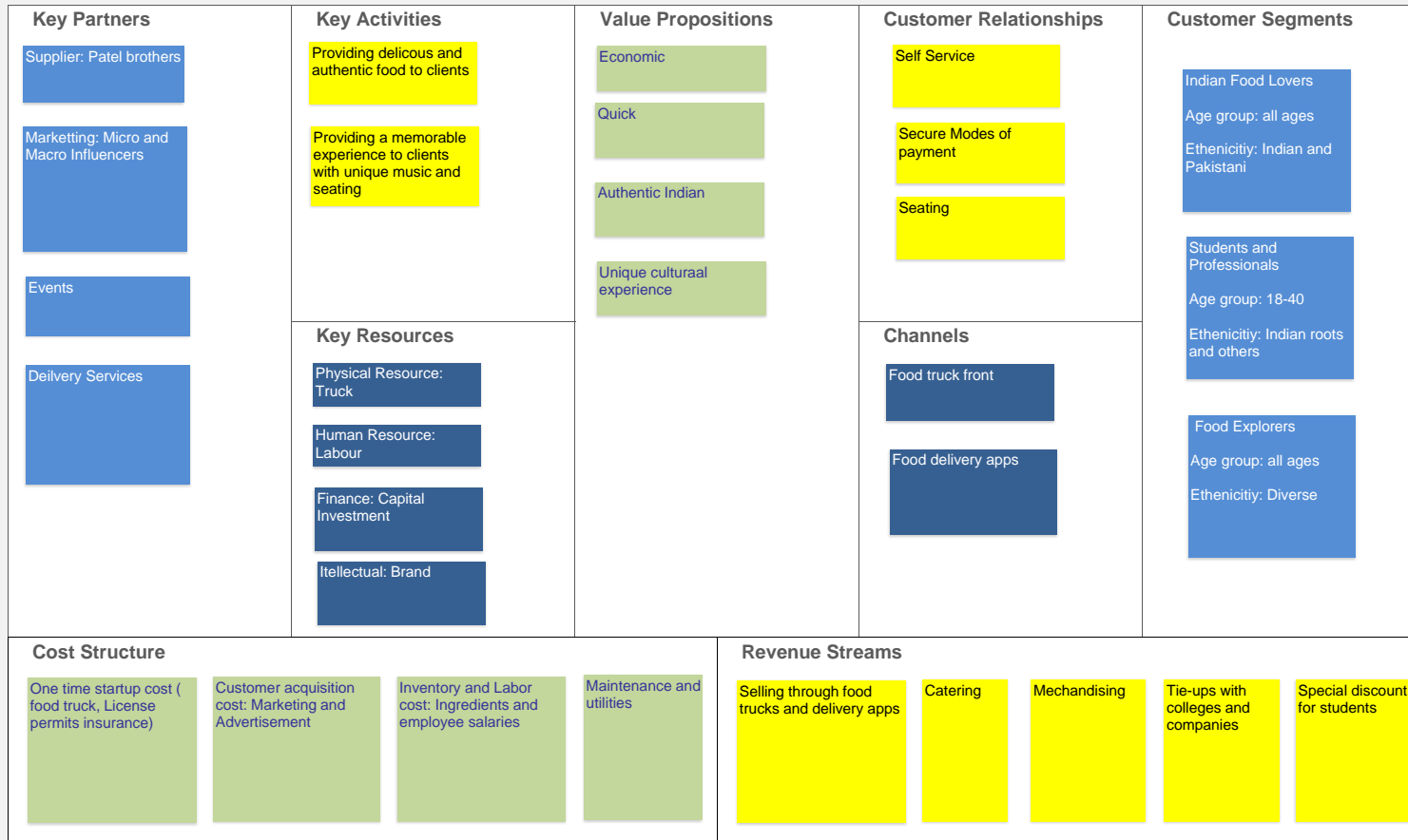
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Priya			Raj			Sarah		
Attributes	Indian background master's student at NYU Tandon		Raj is a middle to high-income IT professional		Food explorer tourist on vacation			
	DESCRIPTION		DESCRIPTION		DESCRIPTION			
	Age	20-30 years	Age	25-40 years	Age	25-45 years		
	Income	Moderate	Income	Middle to high income bracket	Income	Varies		
	Location	Lives near university campus	Location	Lives in metropolitan area	Location	Visiting a city or town with a vibrant food scene		
	Needs	Affordable, authentic, quick	Needs	Delicious, quick, wholesome and authentic meal	Needs	Sarah needs a unique and authentic food experience that reflects the local flavors and culture. She prefers a food truck that is located in a popular tourist area		
	Behaviour	Priya is a busy student who seeks quick and healthy food options from food trucks, is tech-savvy, and shares her food experiences on social media.	Behaviour	Busy Raj orders quick food from his smartphone, loyal to favorite food trucks, and follows food influencers on social media.	Behaviour	Sarah explores local attractions, preferring food trucks for authentic food and cultural significance.		
	Expectations	Priya expects the food truck to maintain hygiene and cleanliness standards. She expects the staff to be friendly and accommodating to her preferences	Expectations	Raj expects the food truck to prioritize hygiene and fresh ingredients. ready-to-eat food, have friendly staff, and offer loyalty programs or discounts to regular customers.	Expectations	Sarah expects the food truck to offer high-quality food that is authentic and reflective of the local flavors and culture. She wants the food to be freshly prepared		
Occupation		Student	Occupation		IT Professional	Occupation		Tourist

	Working Professionals			Students			Food explorers		
	Working Professionals in city			Indian students persuing undergrad and grad degrees.			People who love food and seek to explore authentic indian cuisine		
CHANNEL	KEY ACTIVITIES	KEY RESOURCES	KEY PARTNERS	KEY ACTIVITIES	KEY RESOURCES	KEY PARTNERS	KEY ACTIVITIES	KEY RESOURCES	KEY PARTNERS
AWARENESS	Social media promotions, partnering with micro and macro influencers, Referral Marketing	Attractive social media platforms, positive reviews,	Micro and macro Influencers, Satisfied Customers	Social media promotions, partnering with micro and macro influencers, Referral Marketing	Attractive social media platforms, positive reviews	Micro and macro Influencers, Satisfied Customers	Social media promotions, partnering with local tourist hotspots	Attractive social media content, positive reviews	Tourist centers, local businesses, food bloggers
EVALUATION	Online Presence, Ratings & Reviews, social media campaign metrics	Website, Social Media Platforms,	Food Delivery Platforms, Review websites, social media channels	Online Presence, Ratings & Reviews, social media campaign metrics	Website, Social Media Platforms,	Food Delivery Platforms, Review websites, social media channels	Online menu and pricing, reviews and ratings	Clear and detailed menu, pricing and availability	Online food apps, review sites, food bloggers
PURCHASE	Online ordering and payment, easy pickup/delivery options, offline purchase	E-commerce platform, reliable delivery network, inventory management	Online food apps, delivery services, payment gateway providers, staff at the food truck	Online ordering and payment, easy pickup/delivery options, offline purchase	E-commerce platform, reliable delivery network, inventory management	Online food apps, delivery services, payment gateway providers, staff at the food truck	In person and Online ordering and payment, easy pickup/delivery options	E-commerce platform, reliable delivery network, inventory management	Online food apps, delivery services, payment gateway providers
DELIVERY	Delivery Service Pickup Options Real-time Order Tracking	Delivery Personnel Food Pickup Station GPS Tracking System	Delivery Service Providers Location Providers Software Providers	Delivery Service Pickup Options Real-time Order Tracking	Delivery Personnel Food Pickup Station GPS Tracking System	Delivery Service Providers Location Providers Software Providers	Fast and reliable delivery, tracking and notification system	Delivery personnel, reliable transportation, tracking software	Delivery services, transportation providers
AFTER SALES	Loyalty Programs Discounts & Promotions Customer Service & Support	Loyalty Software Marketing Material Customer Service Staff	Customer Relationship Mgmt Food Distributors Technology Providers	Student Discounts & Promotions Customer Service & Support, Loyalty Program	Loyalty Software Marketing Material Customer Service Staff	Customer Relationship Mgmt Food Distributors Technology Providers	Loyalty programs, personalized discounts and promotions	Customer relationship management software, order history	Loyalty program providers, CRM vendors

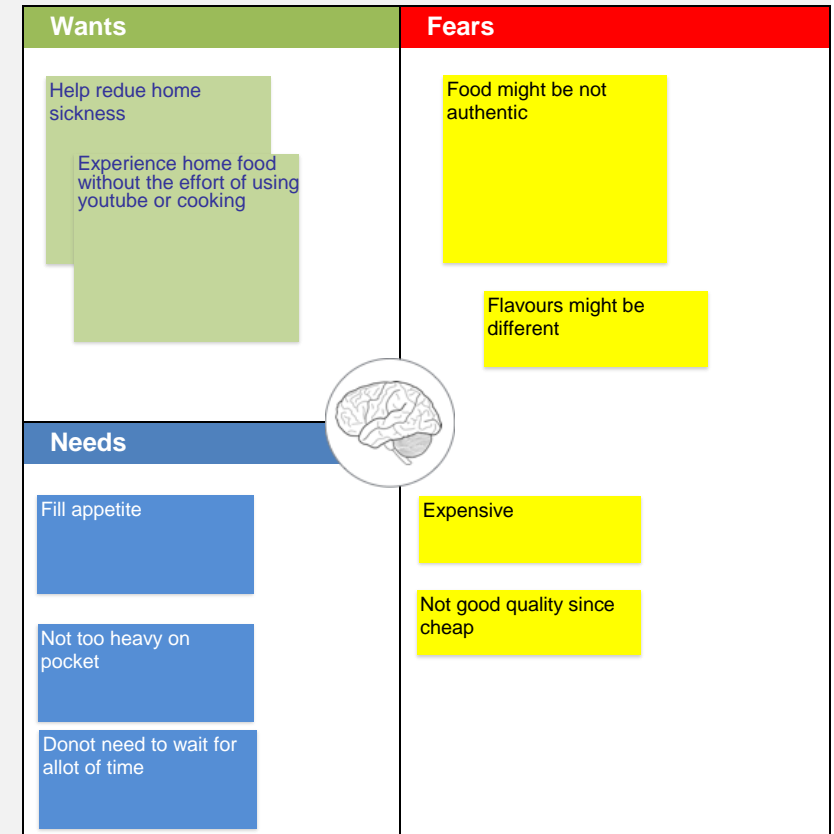
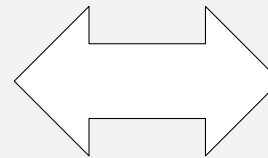
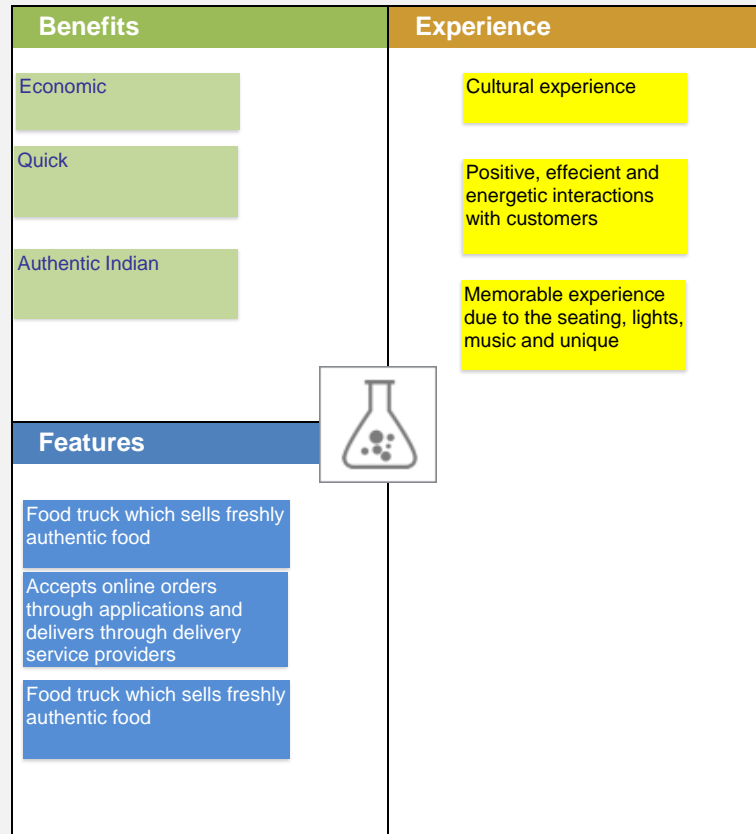
# Value Proposition Canvas

Designed for:  
Desi Thelewala

Designed by:  
Aakash,Jesica,Keya

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## PRODUCT

Company	Desi Thelewala
Value Proposition	Quick and economic Indian authentic vegetarian and vegan food
Ideal Customer	Students and Working professionals

## CUSTOMER

Substitutes		
Other food trucks like mystik masala,Adel	Vegan restaurants like planta queen	Indian restaurants like kailash parbat,Spice symphony

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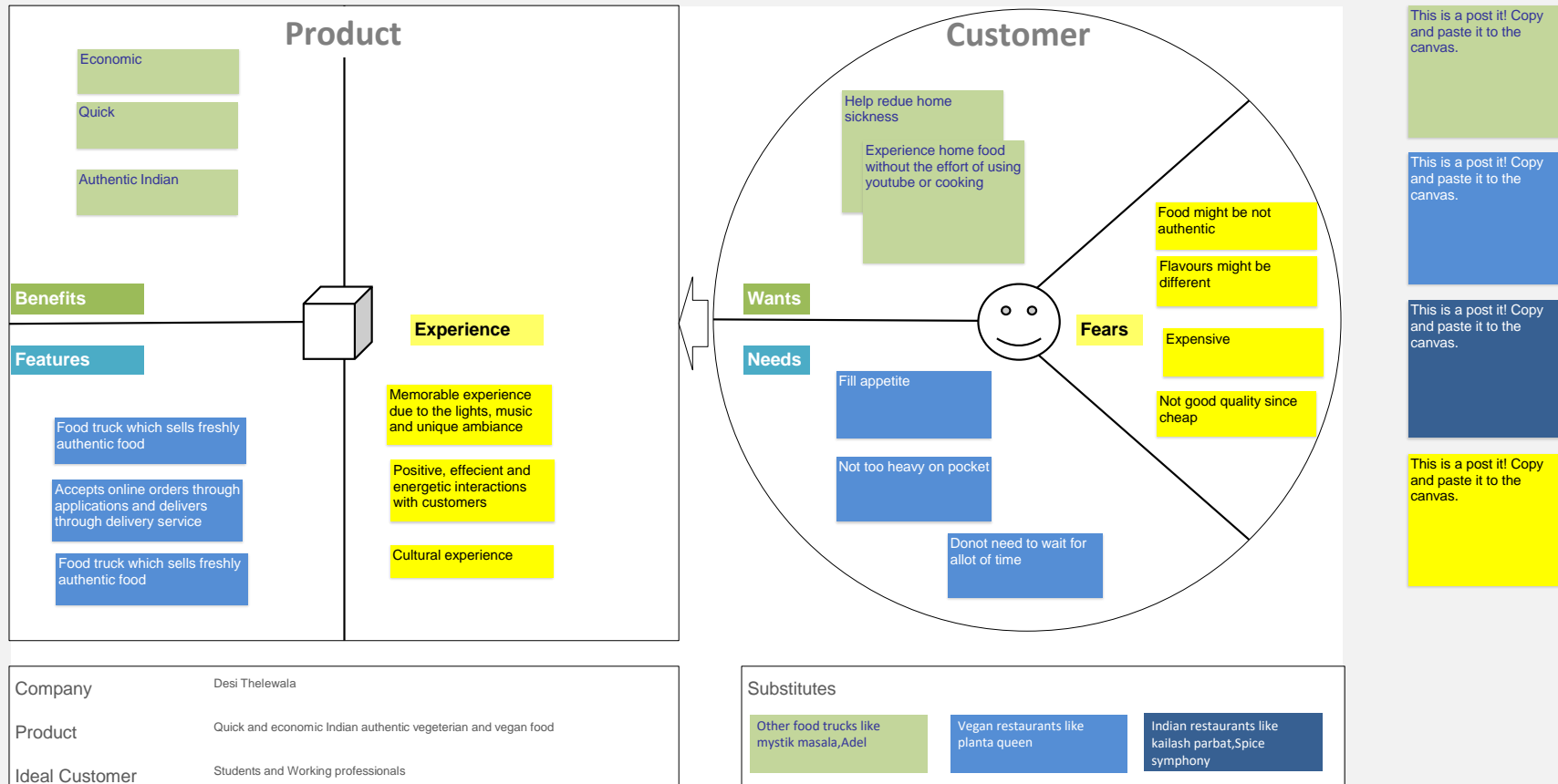
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