

Lean Canvas

Problem	Solutions	Unique value proposition	Customers segment	Cost structure
No reliable information source on world events	Posts created by authorised Journalists that want to spread democracy	With Voice spread your opinion and start being active	customers interested in culture and the world	Creation of the MVP : 0€
Feeling useless and alone, the need to speak up	being able to vote and be part of a group of peoples that shares your feelings and opinions	Unfair advantage We have no user or visibility	customers that like democracy	Marketing advertising : 1 000€
want to understand politics	Daily informations only based on what you want to read	Channels Need to advertise on other social medias	Early adopters Youth, gen Z, they are really engaged for the world but they do not have a modern platform	Design : 0€
Existing alternatives	Key Metrics	try to talk on tv to reinforce democracy and get eyes on the project	Millenials that want to gather knowledge on the world	Revenue streams The app is 100€ public and all the money created will go to charity
X / Twitter	twitter 421 M of active users			
Journals	90.4% of adults read magazine			
Tv	122.4 million watching tv	recruit journalists ambassadors		