

Lean Startup Canvas

Group Names: Carbajosa, Rafael | Jaquilmac, Fruee Jane | Navidad, Paul | Pimentel, Klent

Date: April 14, 2025

Section: ISCC 16 C - Technopreneurship

Early Strategic Analysis of *EcoCharge Accessories* (e.g. shoes, necklace, bracelet, etc.)

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
<ul style="list-style-type: none"> -Urban environments have untapped sources of energy going to waste. -People often run out of phone batteries while on the go. -Limited access to charging — in many areas, especially remote places, public transport, outdoor events, or during natural disasters, charging outlets are unavailable or inaccessible. -Existing portable chargers are bulky, require pre-charging, and can be inconvenient to carry. -Fashion style gap — there's a lack of wearable tech that combines functionality (like charging devices) with everyday style. Most wearable tech is either too sporty, too technical, or doesn't blend well with casual outfits or formal attire. 	<ul style="list-style-type: none"> -A necklace powered by noise. -Shoe soles that generate power from your steps. -A small power cell that plugs into a portable charger to power your phone. -EcoCharge accessories collect energy from your steps and turn it into power. You can use this power to charge your devices through micro-USB, USB-C, wireless charging, or other connectors while you move. 	<ul style="list-style-type: none"> -It uses unusual sources such as sound or your movement to create power. -It looks like normal fashion accessories but can charge your phone. -Good for everyday use, travel, or emergencies. -Helps the environment by using clean energy from your movement. -Very easy to use—just wear it and it works. -Light and comfortable, so you can wear it all day. -Works anywhere, even without a power outlet. -Helps you stay connected in places with no electricity. -Turn your steps into power, which is useful and healthy. 	<ul style="list-style-type: none"> -Uses special technology to turn noise movements into electricity. -Focuses on people who care about the environment and style. -It's not just a charger—it's also wearable, fashionable, and eco-friendly 	<ul style="list-style-type: none"> - Eco-conscious customers - Off-grid travelers or campers seeking low-power solutions for charging small devices. -Students and professionals who frequently use their phones. -Frequent walkers, commuters, or travelers. -Environmentally-conscious consumers. -People who exercise and want to use their steps to make energy
COST STRUCTURE		REVENUE STREAMS		
<ul style="list-style-type: none"> -Researching, designing, and manufacturing of the technology that converts sound and movement into energy -Designing the accessory to be fashionable but also fit the technology -Advertisements, promotional videos, and website cost -Packaging and shipping of materials and products. 		<ul style="list-style-type: none"> -Direct sales from online shops -Offer new designs every other month. -Work with fashion brands or tech companies. -Selling the accessories and devices -Future accessories or product add-ons 		