

# CAMPERETTE LEAN CANVAS



## PROBLEM

- Safety
- Allowed parking spots
- Loneliness
- Peak season



## SOLUTION

- Parking spots specifically for camper vans



## Key Metric



## UNIQUE VALUE PROPOSITIONS



## UNFAIR ADVANTAGES



## Channels

- Blog
- Social Media (TikTok, Instagram, Facebook, X)
- Whatsapp community chat



## Customer Segments

- People who own/rent a camper van
- Adventure enthusiasts
- Solo travelers











## Cost Structure



## Revenue Stream

## CAMPERETTE LEAN CANVAS

 <b>PROBLEM</b>	 <b>SOLUTION</b>	 <b>UNIQUE VALUE PROPOSITIONS</b>	 <b>UNFAIR ADVANTAGES</b>	 <b>Customer Segments</b>
<ul style="list-style-type: none"> <li>• Safety</li> <li>• Loneliness</li> <li>• Parking spots</li> <li>• For people starting this journey: not knowing what to expect and what to be careful of</li> </ul>	<ul style="list-style-type: none"> <li>• Community platform</li> <li>• App/Website that navigates user for available parking spaces for vans (female only)</li> </ul> <div data-bbox="483 683 898 770">  <b>Key Metric</b> </div> <p>“GOAL”</p> <ul style="list-style-type: none"> <li>• 1000 views on Tik Tok</li> <li>• 100 followers on Instagram</li> </ul>	<ul style="list-style-type: none"> <li>• Community/Sisterhood</li> <li>• Safety</li> <li>• Convenience</li> <li>• Adventure</li> </ul>	<div data-bbox="1344 683 1758 770">  <b>Channels</b> </div> <ul style="list-style-type: none"> <li>• Web site</li> <li>• TikTok</li> <li>• Instagram</li> </ul>	<ul style="list-style-type: none"> <li>• Women</li> <li>• Who live/travel with a camper van</li> <li>• Age range: 20 - 35               <ul style="list-style-type: none"> <li>◦ Focus on millennials and Gen Z</li> </ul> </li> <li>• Passionate about road trips</li> <li>• Free spirited, spontaneous, adventurous nature lover with a minimalistic mindset</li> <li>• Active on social media</li> </ul>
<div data-bbox="53 1058 1120 1161">  <b>Cost Structure</b> </div>		<div data-bbox="1120 1058 2188 1161">  <b>Revenue Stream</b> </div>		

## CAMPERETTE LEAN CANVAS

**PROBLEM**

- Safety
- Loneliness
- Parking spots
- For people starting this journey: not knowing what to expect and what to be careful of

**SOLUTION**

- Community platform
- App/Website that navigates user for available parking spaces for vans
- Women only spaces

**Key Metric**

~~~~GOAL~~~

- Tik tok:
  - 500 views
  - 400 likes
- Instagram:
  - reach 100 accounts
  - 20% engagement rate

**UNIQUE VALUE PROPOSITIONS**

- Community/Sisterhood
- Safety
- Convenience
- Adventure

**UNFAIR ADVANTAGES**

- Exclusivity (Niche)
- Community engagement
- Support for female solo travelers

**Channels**










- Web site
- TikTok
- Instagram

**Customer Segments**

- Women
- Who live/travel with a camper van
- Age range: 20 - 35
  - Focus on millennials and Gen Z
- Passionate about road trips
- Free spirited, spontaneous, adventurous nature lover with a minimalistic mindset
- Active on social media

**Cost Structure****Revenue Stream**



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|  <b>Cost Structure</b> <ul style="list-style-type: none"> <li>• Fixed costs:             <ul style="list-style-type: none"> <li>◦ Advertising and Marketing (SEO services), Boost social media</li> </ul> </li> <li>• Variable costs:             <ul style="list-style-type: none"> <li>◦ Affiliate commission, Production of merch</li> </ul> </li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  <b>Revenue Stream</b> <ul style="list-style-type: none"> <li>• Affiliate partnerships (commission-based model)</li> <li>• Selling Camperette merchandise (direct sales)</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |