

LEAN CANVAS – one page says it all!

PROBLEM <ul style="list-style-type: none"> Personal Safety Risks Inadequate Real-Time Help Lack of Awareness ALTERNATIVES <ul style="list-style-type: none"> Emergency Calling and Texting 	SOLUTION <ul style="list-style-type: none"> SOS Alert System Live Video/Audio Streaming KEY METRICS <p>User engagement metrics, such as daily active users</p>	UNIQUE VALUE PROPOSITION <ul style="list-style-type: none"> Single Compelling Message Elevator Pitch 		UNIQUE ADVANTAGE <p>Integrated Real-Time Feature</p> CHANELS <p>Path to customers</p>	CUSTOMER SEGMENTS <p>Urban women, students, and working professionals aged 18-35.</p> EARLY ADOPTERS <ul style="list-style-type: none"> Travel alone women
COST STRUCTURE <ul style="list-style-type: none"> Development cost Hosting costs 			REVENUE STREAMS		