

<p><b>PROBLEM</b></p> <p>List your top 1-3 problems.</p> <ol style="list-style-type: none"> <li>1) Litter can lead to health risks in our community.</li> <li>2) Litter causes environmental issues such as contamination in our air and land.</li> <li>3) Not many applications that demonstrate locations of bottle recycling machines.</li> </ol> <p><b>EXISTING ALTERNATIVES</b></p> <p>List how these problems are solved today.</p> <p>Volunteers help with the cleaning of our community through bottle recycling.</p>	<p><b>SOLUTION</b></p> <p>Outline a possible solution for each problem.</p> <ul style="list-style-type: none"> <li>• Our application will demonstrate the locations of bottle recycling machines through community input.</li> </ul> <p><b>KEY METRICS</b></p> <p>List the key numbers that tell you how your business is doing.</p> <p>The amount of active users and the growth of machine locations will indicate how our application is doing.</p>	<p><b>UNIQUE VALUE PROPOSITION</b></p> <p>Single, clear, compelling message that states why you are different and worth paying attention.</p> <p>Our solution to pollution and litter is to create an application that helps our community locate bottle recycling machines.</p> <p>Our solution will also entice users to recycle and to add locations through monetary rewards.</p> <p><b>HIGH-LEVEL CONCEPT</b></p> <p>List your X for Y analogy e.g. YouTube = Flickr for videos.</p>	<p><b>UNFAIR ADVANTAGE</b></p> <p>Something that cannot easily be bought or copied.</p> <p>A potential unfair advantage is our database that contains all possible locations of bottle recycling machines.</p> <p><b>CHANNELS</b></p> <p>List your path to customers (inbound or outbound).</p> <p>Our application will be available for free on our website. It will be an easy to use UI and training will not be necessary.</p>	<p><b>CUSTOMER SEGMENTS</b></p> <p>List your target customers and users.</p> <ul style="list-style-type: none"> <li>• Target customers or users are the members in our community who are looking forward to the clean up of our community.</li> <li>• Users who want to earn monetary rewards through incentives</li> </ul> <p><b>EARLY ADOPTERS</b></p> <p>List the characteristics of your ideal customers.</p> <p>Beta testers or very interested individuals will have the chance to try the application.</p>
<p><b>COST STRUCTURE</b></p> <p>List your fixed and variable costs.</p> <div> <div> <p><u>Fixed Costs</u></p> <ul style="list-style-type: none"> <li>- Employee salaries</li> <li>- server maintenance</li> </ul> </div> <div> <p><u>Variable Costs</u></p> <ul style="list-style-type: none"> <li>- Customer monetary rewards</li> <li>- supplies</li> <li>- expansion costs</li> </ul> </div> </div>		<p><b>REVENUE STREAMS</b></p> <p>List your sources of revenue.</p> <ul style="list-style-type: none"> <li>- We plan to have ads on the websites.</li> <li>- We plan to look for sponsorships.</li> <li>- We will accept donations towards the upkeep of the application.</li> </ul>		