


Lean Canvas

Use this template to develop strategic business models quickly and thoroughly.

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Define the different components of your business model.

PROBLEM To create environmental Awareness Encourage people to use the app	SOLUTION Create an app to monitor Target more and more youngsters Come up with new ideas in app to keep user interested KEY METRICS Number of App Users Addition of each new user How many stay and update regularly How has the app impacted	UNIQUE VALUE PROPOSITION It is created for creating awareness	UNFAIR ADVANTAGE The app targets all age group No Money Involved to create awareness just the app CHANNELS Social Media Word of mouth Playstore with right keywords	CUSTOMER SEGMENTS Teens(12+) Adults who want to contribute for environment
COST STRUCTURE FREE			REVENUE STREAMS Non-Profit	

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