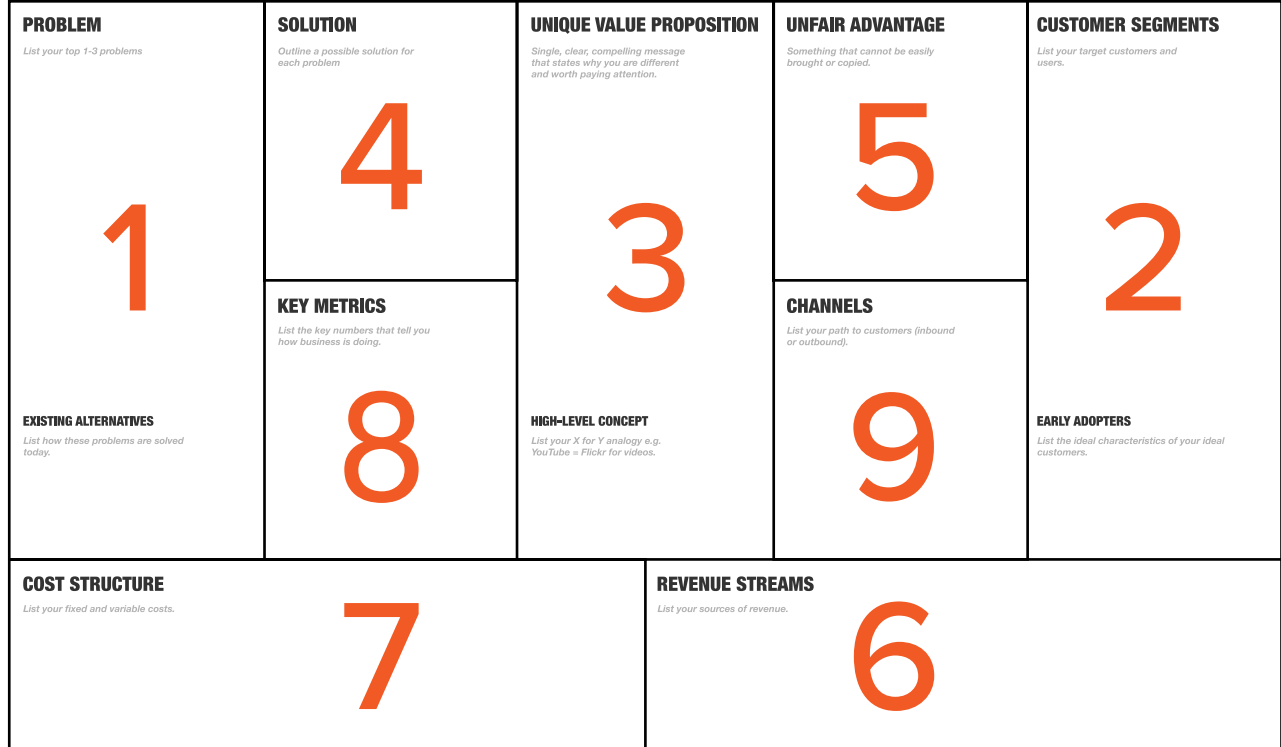
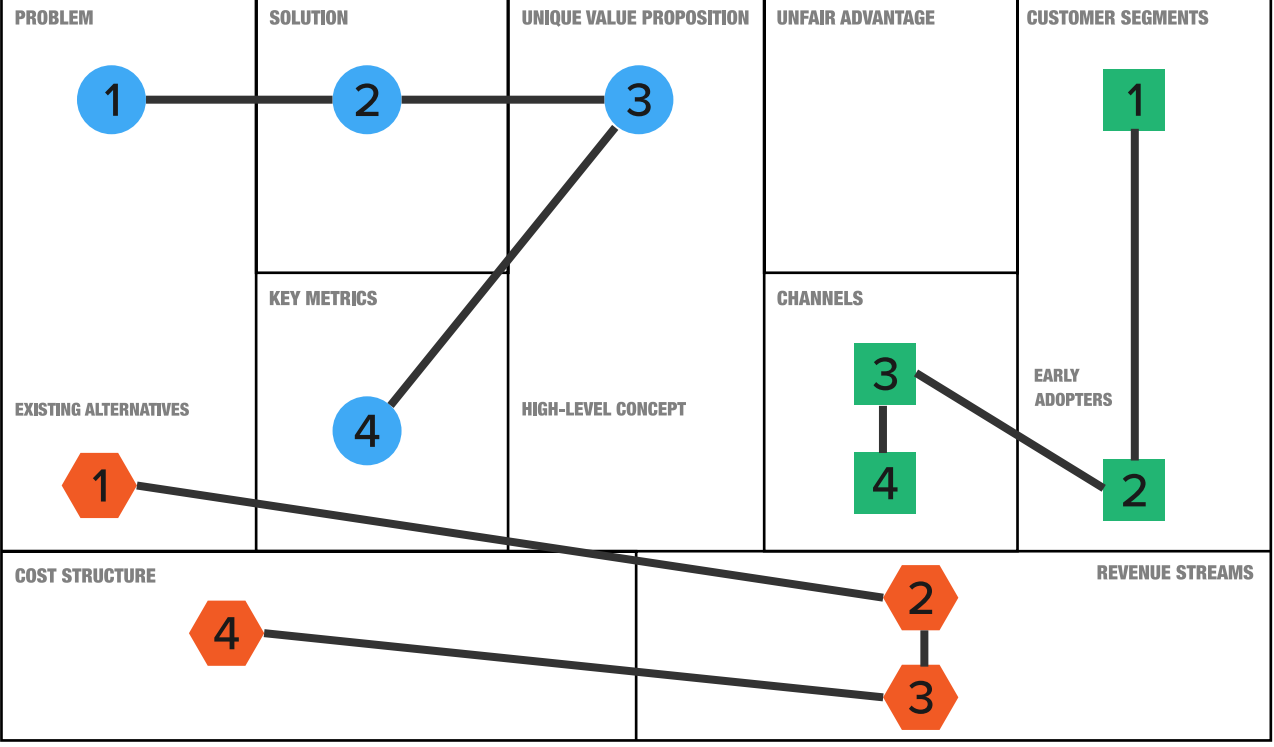


<div><div>PROBLEM</div><div>List your top 1-3 problems</div><div>1. People who attend South Asian style events often need assistance with getting ready</div><div>2. Stylists and Parlors are scarce and are mostly accesible through word of mouth</div><div>3. Usually when the service does exist it can be difficult to travel to and from the parlor because of how heavy the clothing is</div><div>EXISTING ALTERNATIVES</div><div>List how these problems are solved today.</div><div>Customers use yelp to find parlors and stylists</div></div>	<div><div>SOLUTION</div><div>Outline a possible solution for each problem</div><div>1. Connecting people to those who have the adauquate knowledge on how to get ready</div><div>2. Through this online service we help build clientelle and accesibility</div><div>3. Doing the service from the comfort of the client's own holme</div><div>KEY METRICS</div><div>List the key numbers that tell you how business is doing.</div><div>- How much money a parlor or stylists makes per transaction on average</div><div>- Ratio on clients to providers</div><div>- Ratings on stylists/parlors</div></div>	<div><div>UNIQUE VALUE PROPOSITION</div><div>Single, clear, compelling message that states why you are different and worth paying attention.</div><div>South Asian culture is important to its people, which is why we need to preserve the style and make it accessible to those who might not have the proper knowledge</div><div>HIGH-LEVEL CONCEPT</div><div>List your X for Y analogy e.g. YouTube = Flickr for videos.</div><div>If Yelp and Setmore had a baby for south asian styling</div></div>	<div><div>UNFAIR ADVANTAGE</div><div>Something that cannot be easily brought or copied.</div><div>The culture and tradition that South Asians have. We have style that is passed down from generation to generation. It's not something you can make up and needs to be preserved</div><div>CHANNELS</div><div>List your path to customers (inbound or outbound).</div><div>Through scraping data on yelp and google we can find struggling stylists and parlors</div><div>With marketing to social media platforms we bring attention to these services to the younger generations</div></div>	<div><div>CUSTOMER SEGMENTS</div><div>List your target customers and users.</div><div>- Small businesses and self employed South Asian stylists and parlors</div><div>- Millenial women who want to get in touch with their culture</div><div>EARLY ADOPTERS</div><div>List the ideal characteristics of your ideal customers.</div><div>People who attend a lot of cultural events</div><div>Businesses that need more clientelle and a better way to manage them</div></div>
<div><div>COST STRUCTURE</div><div>List your fixed and variable costs.</div><div>There won't be any immediate costs considering that the stylists and parlors will have their own materials such as safety pins, makeup, and hair accessories. And customers will have their own clothing and any other necessary materials</div></div>			<div><div>REVENUE STREAMS</div><div>List your sources of revenue.</div><div>Taking a percent of the total cost of service as profit and charging a small fee for the stylists and parlors to use the service</div></div>	



CANVAS FILL ORDER



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Lean Canvas

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