

Lean Canvas		Project: MeeDo	Founders: Nicola Herber & Samuele Dei Cas	Date: 28.10.2025	Version: 1.5		
Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments			
<p>Organizing informal or spontaneous activities (sports, study sessions, trips, social outings) with several people is frustrating and inefficient.</p> <p>Existing platforms like WhatsApp, Facebook, and Instagram weren't built for real-life group coordination, making it difficult to manage logistics and participation.</p> <p>Result: canceled plans, social isolation, and wasted time finding participants.</p>	<p>A mobile app that lets users create, discover, and join social activities effortlessly.</p> <p>Core features:</p> <ul style="list-style-type: none"> ○ Create activities visible to friends, friends of friends, or everyone. ○ Interactive map with filters by location, time, and category. ○ Automatic group chat and smart notifications for coordination. ○ Strengthen real-world connections by staying in touch through shared in-person experiences. 	<p>MeeDo connects real people through real experiences discover, create, and join any kind of activity with one tap, from a casual run with friends to a concert night out.</p> <p>Built for spontaneous and planned events of every scale, turning plans into meaningful connections.</p> <p>A clean, mobile-first, multilingual experience made for everyone. Zero friction: free, simple, and instant.</p>	<p>Hybrid positioning between social networking and real-world activity coordination, filling a space where no clear global leader exists.</p> <p>Early advantage through real-world network effects: every activity creates new social links, accelerating organic expansion.</p> <p>Strategic Swiss launch in a multicultural, multilingual environment ideal for rapid validation, global scalability, and viral-growth experimentation.</p>	<p>Primary: socially active individuals aged 18–50. Students, professionals, expats, and anyone seeking meaningful real-world experiences.</p> <p>Secondary: local organizers, trainers, small event hosts, gyms, associations, and public institutions such as cities looking to promote events and community engagement.</p> <p>Also ideal for people new to a city or anyone wanting to expand their social circle and participate more actively in their community.</p>			
Existing Alternatives	Key Metrics	High-Level Concept	Channels	Early Adopters			
<p>Spontacts initial success but remained limited to the Swiss-German region, with a complex and outdated UI/UX that restricts adoption and spontaneous usage.</p> <p>Meetup works well for structured, interest-based groups but is too slow and effort-heavy for spontaneous plans.</p> <p>Eventbrite focuses on public, ticketed events rather than informal activities.</p> <p>WhatsApp, Instagram, and Facebook are communication-first tools</p>	<ul style="list-style-type: none"> • Registered users & Monthly Active Users (MAU). • Activities created per user and participation rate. • User retention (month-over-month). • Growth rate and engagement 	<p>The “Strava for social life”, a simple way to create and join real-world activities with friends and new people, instantly and effortlessly.</p>	<ul style="list-style-type: none"> • Social-first growth through Instagram, TikTok, and with real activity stories and user-generated content. • Viral word-of-mouth via universities, sports centers, gyms, coworking spaces, and expat hubs. • Partnerships with communities, local lifestyle media and influencers. • Live events, challenges, and giveaways to drive adoption and engagement. 	<ul style="list-style-type: none"> • Young expats and students in Swiss and European cities. • Fitness and outdoor enthusiasts. • People recently relocated or seeking new social circles. • Independent trainers or organizers looking for visibility. 			
Cost Structure	Revenue Structure						
<ul style="list-style-type: none"> • App development (React Native + Supabase backend). • Cloud hosting and infrastructure. • Marketing and promotional campaigns. • Legal and administrative setup. • Hiring (developers, community managers, growth roles). 	<ul style="list-style-type: none"> • Free for all users, with no invasive advertising. • Targeted visibility for small professional organizers (e.g. yoga studios, equipment rentals, trainers): paid placement in a dedicated section on the home page and on the map, naturally integrated into discovery. Ads reach only relevant users based on interests and location, offering highly effective and affordable promotion. • Premium placement for large public events (cities, sports events, festivals) through one-time sponsored features and highlighted activities. • Future expansion to commission-free ticketing once the platform reaches scale, increasing value for organizers while keeping costs low. 						