

Math the NOT Complex

Apr 27, 2020

PROBLEM Math apps are not very interesting. Math may be difficult for students. There are many competitors. Students may not understand their teachers very well. People don` t like math much because its boring and say that they could just use the calculator. There might be too much to learn at once so it may overwhelm them.	SOLUTION An app that gives simple explanations and a fun way of learning. Give it more features and a unique style to attract attention. A change with the amount of math that students learn every day.	UNIQUE VALUE PROPOSITION It is an app about math but you can play it as a game with other people.	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS High and Middle school students (about age of 10-19) who either have difficulties with math or just want more practice and test their skills against others.
EXISTING ALTERNATIVES Math playground	KEY METRICS How many users are using it daily. How many premium versions have been bought. How fast and correctly some exercises and tests are solved. How many people use the app for more than a week.		HIGH-LEVEL CONCEPT Easy and fun math game	
COST STRUCTURE Advertisement. Server hosting. App publishing cost. Beta testers.			REVENUE STREAMS Adds for the free version. A Premium Version with special features as well as removing ads.	



Powered By LEANSTACK

Lean Canvas is adapted from Business Model Canvas and is licensed under the Creative Commons Attribution-Share Alike 3.0 Un-ported License.

LEAN CANVAS