* Key Partners
  + Who are our key partners?
    - University admins and health care professionals
  + Who are our key suppliers?
    - Mental health clinical practitioners
  + Which key resources are we acquiring from partners?
    - Knowledge/Expertise
    - Funding
  + Which key activities do partners perform?
    - Advising
    - Consulting
    - Outreach
    - Funding
    - Networking
* Key Activities
  + What key activities do our value propositions require?
    - Outreach and soliciting input/buy-in from professionals who are interested in the project
    - Applying for national-level grants and funding
  + Our distribution channels?
    - Health and Wellness Center
    - Google Play Store
    - University recommendation
  + Customer relationships?
    - Providing tools and modular updates (depending on customer needs relating to our parameters) to the customer
    - University admin & mental health services
      * These will be the people we will be approaching for funding, buy-in, and distribution
    - Can scale starting with other universities, and can ideally eventually expand to clinical practitioners and associations outside of universities
  + Revenue streams?
    - Public funding + grants
    - Data mining – a scalable goal
* Key Resources
  + What key resources do our value propositions require?
    - Mental health clinical data
    - Buy-in from university administration + endorsement from medical practitioners
  + Our distribution channels? Customer relationships?
    - Direct communication
    - ??? Customer relationship what?
  + Revenue streams?
    - ??? Whaaaaaaat?
* Value Proposition
  + What value do we deliver to the customer?
    - Providing a means for users to communicate with the proper health care resources
  + Which one of our customer’s problems are we helping to solve?
    - Presenting a unique and novel outreach and prevention tool with modular feedback levels depending on services provided
  + What bundles of products and services are we offering to each Customer Segment?
    - The application itself
  + Which customer needs are we satisfying?
    - Awareness
* Customer Relationships
  + What type of relationship does each of our customer segments expect us to establish and maintain with them?
    - Universities expect a stream of communication regarding updates and features of the app
    - Quick and painless maintenance on the app
  + Which ones have we established?
  + How are they integrated with the rest of our business model?
  + How costly are they?
* Channels
  + Through which channels do our customer segments want to be reached? How are we reaching them now? How are our channels integrated?
  + Which ones work best?
  + Which ones are most cost-efficient?
  + How are we integrating them with customer routines?
* Customer Segments
  + For whom are we creating value?
  + Who are our most important customers?
* Cost Structure
  + What are the most important costs inherent in our business model?
    - Fixed assets: computers, furnishings for offices
    - Leased expenses: servers, offices,
    - Other expenses: consulting with psychology experts, marketing, updating the app
  + Which key resources are most expensive?
    - Server leasing
    - Computers
  + Which key activities are most expensive?
    - Developing the app
    - Consulting with psychology experts
* Revenue Streams
  + For what value are our customers really willing to pay?
    - Universities are willing to pay to demonstrate that they are making mental health initiatives to reduce stress and anxiety amongst students. The goal of the app is to increase the amount of students who use mental health services at the university. Universities are also seeing more students drop out because of mental health issues, reducing potential tuition income. Universities are willing to invest more into mental health services for greater returns and student retention.
      * <https://www.theguardian.com/society/2017/may/23/number-university-dropouts-due-to-mental-health-problems-trebles>
  + For what do they currently pay?
    - Universities are currently paying for councillors and mental health initiatives such as educational workshops, outreach teams, wellness fairs, and spiritual programming. This is a multi-facet approach aimed at attracting as many students as possible to receive help and support. Currently, few universities are paying for mental health apps, preferring to refer people to apps within the market. Little to no universities are paying for ones that connect users to mental health services.
      * https://www.ucalgary.ca/provost/files/provost/15-unv-018-mental\_health\_strategy\_final.pdf
  + How are they currently paying?
    - Universities are currently paying for these services with tuition, sponsorship, and provincial and federal funding. Any additions to the programs already in place have the opportunity for funded grants. There has been increases in government funding for mental health programs. An example of this is that the Alberta government offered $24.8 million over the next three years for mental health services on campuses.
      * https://www.ucalgary.ca/utoday/issue/2017-06-22/post-secondary-institutions-across-province-receive-mental-health-funding-boost
  + How would they prefer to pay?
    - The University would prefer to pay in the same way as they have done. There is a process to earning each grant from the government and from the university. This way, there is accountability for greenlighting projects, as well as scrutiny. The university is covered from any criticism if programs do not work out, as the university has done its due diligence for selecting a program.
  + How much does each Revenue Stream contribute to overall revenues?
    - The revenue stream contributes to overall revenue by first, earning grants to develop the application. Second, the app and program would be licensed to other universities. This would provide a constant and consistent revenue stream.
* Explain changes for components 1-3 in the lean canvas
  + Explain how each component is changed over the course of your discussions and what evidence you used to derive its final contents
* Explain changes for components 4-6 in the lean canvas
  + Explain how each component is changed over the course of your discussions and what evidence you used to derive its final contents
* Explain changes for components 7-9 in the lean canvas
  + Explain how each component is changed over the course of your discussions and what evidence you used to derive its final contents
* Documentation of learnings
  + Identify and document lessons learned
* Documentation of the challenges
  + Identify and document challenges
* Documentation of the debates
  + Identify and document debates