- Key Partners

o Who are our key partners?

* Mental health advisors
* Student advisors
* Mental health professionals

o Who are our key suppliers?

* Mental health professionals

o Which key resources are we acquiring from partners?

* Knowledge
* Expertise
* Funding
* Server space + hardware

o Which key activities do partners perform?

* Advertisement marketing
* Goodwill
* Advising
* Consulting

- Key Activities

o What key activities do our value propositions require?

* Engagement
* Connection
* Coordination of our three key features (mood tracking, gamification, connectivity)

o Our distribution channels?

* App stores
* Health and Wellness Center
* General marketing/licensing
* By referral

o Customer relationships?

* Providing tools and modular updates (depending on customer needs relating to our parameters) to the customer
* A trusting relationship
* Customer knowledge that the application is backed by scientific endorsement, is safe from any legal or private liabilities

o Revenue streams?

* Ads (highly questionable).
* Liecencing

- Key Resources

o What key resources do our value propositions require?

* Access to knowledgeable professionals.
* Buy-in from uni admin
* Interest from clinical practitioners regarding feedback framework.

o Our distribution channels? Customer relationships?

* Distributed on the mobile-specific app store.
* Key relationships are:
  + Key admin figures
  + Mental health professionals
  + Student success support workers
  + Funding providers and financing bodies.

o Revenue streams?

* Grants
* Licensing agreements
* Sponsorship
* Direct government/organization funding
* Buyout

- Value Proposition

o What value do we deliver to the customer?

* Providing a means for users to communicate with the proper health care resources
* Combining three features for a more effective mental health program

o Which one of our customer’s problems are we helping to solve?

* Providing a better means for universities to provide the proper health care resources to their employees and students

o What bundles of products and services are we offering to each Customer Segment?

* Universities (customer):
  + Outreach toolkit
  + Feedback mechanism
  + Data (anonymised)
* Clinical practitioners (customer):
  + Feedback tool
  + Framework for outreach and tracking
  + Way to implement e-mental health techniques
* Students/university staff (user):
  + Mood tracker
  + Distraction through games
  + Outreach toolkit

o Which customer needs are we satisfying?

* The need to facilitate the creation of a safe environment (within the University)
* Improved outreach/communication with potential users

- Customer Relationships

o What type of relationship does each of our customer segments expect us to establish and maintain with them?

* University - constant communication to improve *design* aspects of the application based on feedback
* Clinical practitioners - constant communication to improve *factual* aspects of the application based on feedback such that the application remains relevant as well as factual (such that it doesn’t affect their reputation)

o Which ones have we established?

* Discussions with PhD students in field of interest.
* Councillors from the Student Success Center

o How are they integrated with the rest of our business model?

* They are initial advisers for the best way to implement features
* Developing them as potential future customers
* Serve as springboards for access to clinical professionals and key admin figures.

o How costly are they?

* The only true cost is their time/goodwill

- Channels

o Through which channels do our customer segments want to be reached? How are we reaching them now? How are our channels integrated?

* Face to face
* Meetings with the student success center
* Contact Mental Health Task Force
* Email
* Cold calling
* Word of mouth

o Which ones work best?

* Face to face

o Which ones are most cost-efficient?

* Any form of direct communication (that is not received from a third-party)
* Video Call

o How are we integrating them with customer routines?

* Mobile alerts and periodic reminders while the user is active on their phone.
* Health awareness week
* Feedback mechanism prompts users based on input variables.
* Reaching users through the SU “care packages”

- Customer Segments

o For whom are we creating value?

* Universities
* Clinical practitioners
* Users:
  + Students
  + University staff

o Who are our most important customers?

* Universities

- Cost Structure

o What are the most important costs inherent in our business model?

* Development and maintenance (will be unique to each customer)
* Medical feedback/research

o Which key resources are most expensive?

* Staff/human resources
* Technical knowledge
* Backend (server, hosting)

o Which key activities are most expensive?

* Advertising
* Potentially research (to keep up with current medicines/tech and outreach)

- Revenue Streams

o For what value are our customers really willing to pay?

* Tangible improvements to address outreach/mental health issues for user base

o For what do they currently pay?

* Health initiatives, but no not include an e-health component or outreach/feedback tool.

o How are they currently paying?

* Costs related to productivity (employee wages, sick leaves)
* Current services (health initiatives) for student and employee support

o How would they prefer to pay?

* Sponsorship, grants, partnerships, large cash injections.

o How much does each Revenue Stream contribute to overall revenues?

* N/A - these costs are hidden and not easily distinguishable

- Explain changes for components 1-3 in the lean canvas

o Explain how each component is changed over the course of your discussions and what evidence you used to derive its final contents

* Customers: expanded audience to include high and low level customer segments (admins, student advisors, student clubs)
* Problem: Narrowed the focus
* Unique Value Proposition:

- Explain changes for components 4-6 in the lean canvas

o Explain how each component is changed over the course of your discussions and what evidence you used to derive its final contents

* Solution:
* Channels
* Revenue streams:

- Explain changes for components 7-9 in the lean canvas

o Explain how each component is changed over the course of your discussions and what evidence you used to derive its final contents

* Cost structure:
* Key metrics:
* Unfair advantage: Potential to obtain a utility patent to protect us from others who wish to replicate our process

- Documentation of learnings

o Identify and document lessons learned

* Process of developing a business plan
  + Assumptions made developing a solution while disregarding the process
  + Intricacies involved with developing a business plan (cost structures, revenue streams, etc.)
* Decision making
  + Effective forms of decision making in group settings (unanimous, consensus, etc.)

- Documentation of the challenges

o Identify and document challenges

* Identifying resources
  + Issues were brought up with regards to how we could acquire and leverage industry professionals. Some concern was alleviated when James made casual contact with a psychology masters’ student and a staffer for the Student Success Center who expressed positive interest in the project. This gave us indication that we should look further into available research and resources. Programs like the U of C Mental Health Strategy and initiatives like it provide a template for targeting potential partners and resources.

- Documentation of the debates

o Identify and document debates

* Forms of revenue: data mining, advertising (ethical/moral issues)
* Solution: how to implement communication between users and customers (facilitate communication vs. providing medium for communication)
  + Presents legal/liability issues
  + Forms of mental health that will be addressed/targeted and what will be avoided (depression, suicide)