Lean Canvas (Modified for IE)

Project Name		Designed by:	Date:	Version:
		Team no.		

Problem / Challenge

The WHAT .... What is the issue or challenge you are looking to solve, or opportunity that you can create?

Solution

The HOW – how will your application solve this problem

Unique Value Proposition

WHY? Why will your solution work better for your target audience?

https://trust.guidestar.org/tips-for-creating-your-nonprofits-value-proposition

Who

Who is it aimed at, your audience. Demographic

DO NOT write everyone!

Be specific. Narrow your audience for example cannot be all international students.

Existing Alternatives

How is your target audience dealing with this issue now?

Note: Maybe non technical. or simply not handled at all.

This will require extensive research.

Key Metrics

Key activities you measure.

What can you set up to measure within the application, so that when your solution is implemented, by you (or a sponsor) can know it is working?

Potential Sponsors

Once completed what organisations / NGO or people would be interested in taking on this product.

Be specific
e.g charitable organisations - for example Salvation army, www.salvationarmy.org.au

Early Adopters

Normally, early adopters are the first users to adopt a new product or technology before the majority of the population does.

For this project - please describe minimum requirements of your first users.
Example: Good english skills, internet access etc