**Your Story:**

* **How did this idea occur to you?**
  + Dr. Bimle came up with the idea of releasing calming aromatherapy scents in response to symptoms of anxiety to provide a safer method to reduce anxiety. This system can utilize the strong association between scents and the limbic system, a part of the brain that affects mood, memory, and emotion. This system may also be applied in encouraging/discouraging behaviours of autistic children, keeping drivers awake at the wheel, reducing symptoms of PTSD, and other applications.
* **What problem did you face which led to your decision of solving this problem?**
  + Current treatment methods are expensive and difficult to access
  + Medications can have several unwanted side effects
* **When did you decide you will solve this problem? What did you do, what was your first step? Did you face any financial issues?** 
  + Development on the device itself began in October 2022 with two senior design teams from Louisiana Tech University.

**Customers:**

* **Please let us know, who are your customers? ( Ex: Individual users, businesses ( Small, Medium Or Enterprise [ In your case Stadiums, etc.. ), Individuals will small spaces available, etc.. )**
  + People who suffer from anxiety disorders
  + People who suffer from anxiety
  + Children with ADHD and/or Autism
  + Doctors
* **Who will be your early adopters? ( Ex: You, friends & family, developers, etc.. )**
* **What demographics will use your product?**

**Problem:**

* **Top 3 - 5 Problems, your product will solve?**
  + Anxiety
  + PTSD
  + Correcting behaviour of autistic/ADHD children
  + Falling asleep at wheel
* **What are the existing alternatives available ( Digital or Non-Digital ) that are already addressing these problems?**
  + None, the app needs to work specifically with the necklace device. Alternative methods of control include a button on the device.

**Revenue Streams:**

* **How will your business generate revenue?**
  + For the app: single fixed charge upon purchase and download
* **What type of services will this App provide without any charges?**
  + All features are available after buying the app
* **What type of services will this App provide with charges?**
  + All features
* **Will there be introductory offers there in the App? ( Ex: Trial period, Freemium service, and few services that will on a subscription)**
  + No
* **How much commission do you plan on charging for each order/unit sold?**

**Solution:**

* **What are the top 3-5 features that will be in your product?**
* Connect to device
* Two timed buttons to release each scent
* Connection to heart rate monitor to release scent if heart rate threshold is exceeded
* Feature for taking notes
* Settings configuration for each device, such as scent release duration and timers for periodic automatically-released emissions
* **Will there be any license required for users to operate this product?**
* **What will your landing page showcase to your users? Will it gather information on users like ( Name, Email, phone number, location, etc )? Will there be weekly blogs on the landing page?**
  + Connected devices
  + Screen navigation bar at bottom
  + Button to add a new device

**Unique value proposition:**

* Being able to change the device settings
* Being able to control multiple devices
* Connecting to heart rate monitor
* Being able to record notes associated with devices

**Channels:**

* **What are your product distribution channels?**
  + App stores
* **How will you reach your customers?**
* **What type of PR will you use for the product?**
  + Information users of the app alongside the main product
* **Will there be any referral benefits for your early adoptions and users after that? ( Ex: Word of mouth, send invitations to use your App? etc..)**

**Key metrics:**

* **What will define your business progress?**
  + Number of downloads
  + Number of active users
* **How would you want to measure the growth of your product? ( Ex: No. of daily users, Number of daily activity, Daily sales, comparison charts, user drop-off rate charts, etc.. )**
  + All parameters listed as examples

Note: This helps us design your Dashboard, where these graphs will be displayed to measure progress, daily, weekly, monthly, and yearly.

**Cost Structure:**

* **What type of cost do you think is involved to run this business?**
  + Software development/maintenance;
  + legal/IP costs;
  + Business development costs
* **How will you consider that your product has reached a break-even point?** 
  + Number of users growing,
  + Expenditure recouped,
  + Net revenue positive
* **What type of funding targets will your business target? ( Crowdfunding, Seed investment, etc…)**

**Unfair advantage:**

* **What is your product offering which cannot be replicated or easily developed by your competitors? ( Ex: Your Expertise in the business? your co-founder’s expertise in the business? Etc.. )** 
  + Secured a US patent for the device
    - US patent # 11,406,789 B2

**Financial $ Budget:**

1. **Current $ Budget set aside now to start the project:**
2. **How do you plan to finance the balance of the App Development:**

* NOTE:

This Question set is based on Ash Maurya’s Lean canvas, If you already have it made, you may share that with us.