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| **Lean Canvas** | |  | | |  | |  |  |  |  |  |
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| **Problem** | **Solution** | | **Unique Value Proposition** | | | **Unfair Advantage** | | | **Customer Segments** | | |
| Top 3 problems | Top 3 features | | Single, clear and compelling message that states why you are different and worth buying | | | | Can’t be easily copied or bought | | Target Customers | | |
| **Existing Alternatives** | **Key Metrics** | | **High-Level Concept** | | | | **Channels** | | **Early Adopters** | | |
| List how these problems are solved today. | Key activities you measure | | List your X for Y analogy  (e.g. YouTube = Flickr for videos) | | | | Path to customers | | List the characteristics of your ideal customers. | | |
| **Cost Structure** | | | | **Revenue Structure** | | | | | | | |
| List your fixed and variable costs.  Customer acquisition costs  Distribution costs  Hosting  People  Etc. | | | | List your sources of revenue.  Revenue Model  Life Time Value  Revenue  Gross Margin | | | | | | | |
| Lean Canvas is adapted from The Business Model Canvas ([www.businessmodelgeneration.com/canvas](http://www.businessmodelgeneration.com/canvas)). Word implementation by: Neos Chronos Limited ([https://neoschronos.com](https://neoschronos.com/)). License: [CC BY-SA 3.0](https://creativecommons.org/licenses/by-sa/3.0/) | | | | | | | | | | | |

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| **Lean Canvas** | | Serenity Harbor | | |  | | Vansh, Vishnu, Chaithra,  Manikantam. |  | 09/01/2023 |  | 1.0 |
|  |  |  | | | | |  | |  | | |
| **Problem** | **Solution** | | **Unique Value Proposition** | | | **Unfair Advantage** | | | **Customer Segments** | | |
| - Accessibility, waiting time.  - Financial barriers  - Unavailabilty  - Therapist patient Ratio is low  - Social stigma | - A 24/7 AI based mental health support.  - Voice and Chat based assistant.  - Also a tool for therapists to provide enhanced treatment. | | Our mental health app goes beyond traditional solutions by seamlessly integrating personalized AI-driven insights, evidence-based interventions, and real-time emotional support. Tailored to one’s unique needs. | | | |  | | - Existing customer base of therapists  - Therapists / Psychiatrists /  Counsellors  - People with anxiety, depression, or stress.  - Corporate Employees | | |
| **Existing Alternatives** | **Key Metrics** | | **High-Level Concept** | | | | **Channels** | | **Early Adopters** | | |
| - Psychiatrists  - Wysa  - Mental Health Apps  - Government Hotlines | - User retention  - Number of Downloads  - Average time spent on application  - User Satisfaction  - Continous feedback from Therapists | | A mental health assistant which can assist people emotionally and mentally whenever required. | | | | - Mental Health Insitutes and associations.  - NGO’s  - Individual practioner’s  - Referrals  - Employee assistance program. | | - Government hotlines.  - Mental health insitutes and associations. | | |
| **Cost Structure** | | | | **Revenue Structure** | | | | | | | |
| Intial Cost of Development and pilot project– $ 25k dollars  Customer acquisition costs – $ 50 per psychatrist.  Employee Cost – $ 5k per month  Server and Running Cost - $ 2k per month  Office and on-premise cost - $ 2k per month | | | | Subscrption based revenue model, $ 50-60 per month.  Enterprise based models for companies. | | | | | | | |
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