

DungeonCrawler - DungeonCrawler - Karl Otto

PROBLEM 1. There are not many dungeon crawlers with versatile game mechanics. 2. There are not many simple dungeon crawlers with (semi-complex) lore.	SOLUTION 1. The game gets more complex with progression 2. Complete lore	UNIQUE VALUE PROPOSITION Versatile game mechanics. A complete lore. Unique character-design.	UNFAIR ADVANTAGE Ideas	CUSTOMER SEGMENTS For all ages
	KEY METRICS Patreons Playtime Community feedback/interaction		CHANNELS Dungeon-Companion app Youtube Discord	
EXISTING ALTERNATIVES		HIGH-LEVEL CONCEPT A fun but complex dungeon crawler		EARLY ADOPTERS Prefferably teenagers
COST STRUCTURE Discord-Free Youtube-Free Development			REVENUE STREAMS In-app Purchases Patreon Advertisements	

Lean Canvas is adapted from The Business Model Canvas ([BusinessModelGeneration.com](https://www.businessmodelgeneration.com)) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Un-ported License.