










# Lean Canvas

Designed for: <div>Acalmy</div>	Designed by: <div>Ani</div>	Date: <div>9th May 2024</div>	Version: 1
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<div><b>Problem</b> <i>(List your 1-3 problems)</i></div> <div></div> <div>1. Lack of a platform such as Better Help in the European market.</div> <div>2. Online Therapy has high demand but no options in the EU market</div> <div>3. People don't have many options for the type of therapist they have access to.</div>	<div><b>Solution</b> <i>(Outline a possible solution for each problem)</i></div> <div></div> <div>1. A platform such as Better Help, providing a means of connecting certified therapists with patients, through phone, text, chat and video.</div>	<div><b>Unique Value Proposition</b> <i>(Single, clear, compelling message that states why you are different and worth paying attention)</i></div> <div></div> <div>1. There is no alternative to BetterHelp in the EU.</div> <div>2. Providing online therapy from the comfort of home to Nestle employees.</div>	<div><b>Unfair Advantage</b> <i>(Something that cannot easily be bought or copied)</i></div> <div></div> <div>1. Access to Nestle Employees</div> <div>2. Certified Swiss therapists</div>	<div><b>Customer Segments</b> <i>(List your target customers and users)</i></div> <div></div> <div>1. Initial Customers - Nestle Employees current &amp; former</div>
	<div><b>Key Metrics</b> <i>(List the key numbers that tell you how your business is doing.)</i></div> <div></div> <div>- Number of therapists registered</div> <div>- Number of patients</div> <div>- Active therapy sessions</div>		<div><b>Channels</b> <i>(List your path to customers (inbound or outbound))</i></div> <div></div> <div>- For therapists - Therapist Associations in Swiss</div> <div>- For patients - Nestle employees, company announcement (potentially through leaflets etc.) &amp; word of mouth.</div>	
<div><b>Cost Structure</b> <i>(List your fixed and variable costs)</i></div> <div></div> <div>- Platform hosting costs</div> <div>- Therapist fees - Based on number of active patients. Percentage of patient membership fee.</div> <div>- Alternative:</div> <div>- only platform hosting costs</div>			<div><b>Revenue Streams</b> <i>(List your sources of revenue)</i></div> <div></div> <div>- Patient Membership</div> <div>Alternative:</div> <div>- Commission on each patient &amp; therapist session</div>	