Lean Canvas

Designed for:

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Designed by:

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Date:

9th May 2024

Version: 1

Problem

(List your 1-3 problems)

- 1. Lack of a platform such as Better Help in the European market.
- 2. Online Therapy has high demand but no options in the **EU** market
- 3. People don't have many options for the type of therapist they have access to.

Solution

(Outline a possible *solution for each problem)*

1. A platform such as Better Help, providing a means of connecting certified therapists with patients, through phone, text, chat and video.

Unique Value Proposition

(Single, clear, compelling message that states why you are different and worth paying attention)

- 1. There is no alternative to BetterHelp in the EU.
- 2. Providing online therapy from the comfort of home to Nestle employees.

Unfair Advantage

(Something that cannot easily be bought or copied)

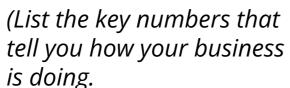
- 1. Access to Nestle Employees
- 2. Certified Swiss therapists

Customer Segments

(List your target *customers and users)*

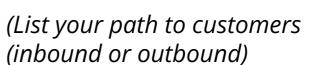
1. Initial Customers - Nestle **Employees** current & former

Key Metrics



- Number of therapists registered
- Number of patients
- Active therapy sessions

Channels



- For therapists Therapist Associations in Swiss
- For patients Nestle employees, company announcement (potentially through leaflets etc.) & word of mouth.



Cost Structure

(List your fixed and variable costs)

- Platform hosting costs
- Therapist fees Based on number of active patients. Percentage of patient membership fee.
- Alternative:
- only platform hosting costs



Revenue Streams

(List your sources of revenue)

- Patient Membership

Alternative:

- Commission on each patient & therapist session









Original version: Leanstack.com

