

ASSIGN LEAN CANVAS				
Problem	Unique Value Proposition	High-Level Concept	Solution	Customer Segments
<p>Spending Bitcoin as a team sucks!</p> <p>Individualized: Most Bitcoin wallets are designed for individuals.</p> <p>Difficult: A team would have to transfer Bitcoin to an exchange or P2P market and convert it to local currency, before spending from their local bank or money account.</p> <p>Expensive: High conversion fees and exchange rate markups are common with Exchanges and P2P traders.</p>	Where teams spend Bitcoin, fast, low cost and easily.	Bitcoin payment for teams.	Available on the Web, iOS, and Android.	<p>Sole proprietorship, Startups, SMEs.</p> <p>Team size: 1 - 10.</p>
Growth Channel	Key Metrics	Existing Alternatives	Early Adoptions	Unfair Advantage
PR, Email Marketing, Content Marketing, Word of Mouth / Referrals, and Commission-Based Partnerships.	1. New team sign-ups. 2. Monthly active teams. 3. Transaction volumes.	<p>Bitcoin & Crypto exchanges.</p> <p>P2P Markets.</p> <p>Onramp & Offramp checkout systems such as Stealth, Sideshift, Moon, and Ramp Network.</p>	<p>one(1) billion cryptocurrency users worldwide.</p> <p>\$100B+ transaction onchain from sub-saharan africa.</p>	<p>Bitcoin & Lightning - Global, Instant settlement, low cost, no holidays.</p> <p>Virality. Assign works best by inviting others.</p> <p>Founders Portfolio / Strong Domain Knowledge.</p>
Revenue Streams		Cost Structure (Breakeven)		
<ul style="list-style-type: none"> Currency conversion fee: 0.5% spread, no fees. Outgoing Lightning: Only pay routing fees ~0.05%. 		<p>Staff Cost & Platform Development & Infrastructure Maintenance</p> <p>Advertising & PR Cost</p> <p>Education / Training Materials</p> <p>Commission to Partners</p> <p>Break event: \$100M monthly currency conversions (at a given).</p>		

Other papers: <https://github.com/assignmoney/assign-product-papers>