Lean Canvas
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Project: https://github.com/bchainify/wyvote2020/wiki

Problem

- Reliability issues - system failures, not-adaptable to unexpected events, (i.e. inclement weather, pandemic, local safety or protest concerns)

- Booth problems - broken system with security weaknesses

- Votter turnout: absentee votees, mail-in timeline deadlines

Solution

MOBILITY: you can vote from anywhere directly from your desktop and mobile app.

SECURITY:enhanced secure blockchain app with cross-chain [private/public] design

IDENTITY: Know-your voter (KYC) self-sovereign-identity (SSI) based on open API standards and inter-state transferability

IMMUTABILITY: Immutable record and transaction "receipt" - replacement for antiquated procedures for voter data request

Key Metrics
- Sign up rate
-Voter registrations (Registration rate)
-Voter app use (Activation)

Unique Value Proposition

- An easy to use blockchain based app for Identity Authentication and Security which can be used on your phone

Unfair Advantage

Mission-driven team members that believe every vote must count!

- Diverse leadership and global citizens who believe our collective efforts can solve world-wide challenges

- Innovate design driven by industry experience and deep-domain expertise , (e.g. Blockchain, Global Enterpirse Companies, Financial Services, Cybersecurity, Computer Science, Emerging Technolgy, AI)

Channels

- County clerks

- Grass roots community efforts (i.e. non-profit organizations, Electionday.org)

- Political action committees

Customer Segements

Wyoming registered voters

EARLY ADOPTERS

- Absentee voters (e.g. military members)

- Voters that embrace technology

- Voters with mobility challenges

Cost Structure

- Operating costs - personnel, service hosting, blockchain transactions (e.g. gas fees)

- Marketing costs - ads

Revenue Streams

- Government funded