**Lean Startup Canvas**

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| **? Problem (1)** | **Solution (3)** | **Unique Value (4)** | **Unfair Advantage (6)** | **Customer Segments (2)** |
| Want more access, information, assurance, participation. | Educate compliance and expectations.  Baseline participatory assessment – 10 question?  Induction touch screen on admission.  Determine need of patient advocacy. | Higher patient outcome (lower infection rate).  Higher level of patient satisfaction. | Pay more than local job rate.  Multi-lingual.  Save on expenses like benefits packages.  24-hour 7-days | New patients,   * informed   returning patients  hospitals |
| **# Metrics (9)** | **Channels (5)** |
| Volume of calls vs patient satisfaction. | Phone (anywhere)  Online-chat (anywhere) |

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| **Cost Structure (8)** | **Revenue Streams (7)** |
| SIP Calls cost | Standard fee |

**NOTES**

**Lean Startup Canvas**

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| **? Problem (1)** | **Solution (3)** | **Unique Value (4)** | **Unfair Advantage (6)** | **Customer Segments (2)** |
| List a problem (or pain) your customers face.  Try to focus on just one problem, and list no more than the top 3 problems for one specific customer segment. | List the features in the product and how those features solve the problem.  List no more than 3. | Why is this product an excellent solution for the customer? It’s the single clear message you’ll use in stating why your company is different and better than the competition. | What the business has over the competition. Ex’s: copyright, trademark, patent, trade secret, experience, location, brand awareness, etc... | Identifies the primary customer. The businesses efforts will be focused on acquiring and adding value to these specific people. It helps to think of a particular person or group of people.  [Learn more about segmentation here.](https://segmentationsolutions.nielsen.com/mybestsegments/)  List no more than 3 customer segments. |
| **# Metrics (9)** | **Channels (5)** |
| Key activities you measure. These measurements demonstrate the business is achieving the desired outcome. | This describes the ‘place’ of business and how the product be ‘delivered’ to your customer. It also describes how customers come to purchase the product. |

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| **Cost Structure (8)** | **Revenue Streams (7)** |
| List the specific costs of providing the product. These will include both the product and operational costs for the first few months of the business. | For each customer segment above, describe how the segment will purchase the products in specific terms. |