Lean Canvas

Designed for:
Traditional Foods App

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Version:
1

Problem

- There's not eaasy way to find traditional food ingredients from foreign countries or from a religious group.

- Many Apps don't come in the users native language or have poor a translation

- Small businesses can't afford high fees to advertise on mainstream apps

Existing Alternatives

- Mainly Google Maps, Yelp and Foursquare which have high fees that most small businesses and street vendors can't afford.

Solution

- Will connect minority owned that sell ingredients endemic to certain ethnicity/religion based on the search criteria.

- Will be translated to multiple languages by native speakers or by people with high level speakers of the target language.

- App will be free and non-profit

Key Metrics

- The app would collect data on searches, food, trends, times of the day, etc.. to improve user experience and help fill the the demand of a certain food on a certain neighborhood by working with non-profits and government agencies to hopefully place the appropiate business in tha area.

- We'd also ask for in app feedback/suggestions

Unique Value Proposition

- Most in apps the do the a similar function, they take a business centric approach mainly focusing on profiting from both customers and business, my app would take a more not for profit approach and would focus more on helping underrepresented groups.

High-Level Concept

A free Yelp/Googe Maps for traditional foods and ingredients

Unfair Advantage

- Will work hand to hand with government agencies and non-profit organization that specialize in helping minority owned businesses and have access to their database of businesses that are not easily found by a simple online search.

Channels

Website, App stores like the Apple App Store, Google Play Store, Amazon Web Store, Etc…

Customer Segments

- Mainly minority groups that would love to get ingredients that they could only find in their home country but can't easily find in their area and help small business owner connect with them.

Early Adopters

- Minority owned business owners, street vendors and customers that are interesting to get ingredients that can't be found by common means.

Cost Structure

- The App will use a very basic set a features so I expect costs to be low, ideally it would only be a mapping app that will use existing databases of businesses provided to us by non-profits and government agencies that decide to form a partnersip with us.

- The only cost that I expect to be somewhat high is finding native level or advance level speakers of the target languages to help us translate the app, ideally we'll have native speakers in our development staff but is unrealisctic to expect to have 1 for every language, so outsourcing some translations would definitely be necessary.

Revenue Structure

-The main source of revenue would be government grants, as our app would provide a service to help minority owned business for free to the owners and potential customers.

- If we fail to secure funds with governments grants we can also implement ads to keep the app free while being able to pay our staffing and hosting costs.

- In the worst case scenario we would have to charge business owners a membership fee based on clientele increase and business size.