# Lean Canvas

Use this template to develop strategic business models quickly and thoroughly.



Define the different components of your business model.

### **PROBLEM**

### List your top problem

Illegal immigrants uneducated on available medical aid resources for ocular problems e.g. pre-glaucoma. Because of this they end up suffering major complications (sometimes blindness) since they refuse to see a doctor.

### **EXISTING ALTERNATIVES**

### List how these problems are solved today

- -If someone were to google "what medical aid resources can an immigrant apply for ocular problems" the results are overwhelming and very confusing. Most results require people to be a U.S. citizen or legal resident.
- -The best one I found is https://preventblindness.org/vision-care-financial-assistance-information/

### SOLUTION

### Outline a possible solution for each problem

I will make a simple wireframe that will consist of 4 sections:

- 1. About the creator which explains my life story and how I was able to receive medical help when I was hospitalized.
- 2. Ocular Conditions that explains the major ocular conditions, their treatments and average cost. Cheapest cost per area.
- 3. Personal Stories/Experiences which has people's experience with seeking help. What worked and what didn't.
- 4. Links to state programs and connections to organizations that focus in helping the immigrant community.

### **KEY METRICS**

## List the key numbers that tell you how your business is doing

I would like to have a section for user's experience, what they learned and what resource, if any, they have applied for. What they needed to apply and how long it took to get approved and receive aid.

### **UNIQUE VALUE PROPOSITION**

# Single, clear compelling message that states why you are different & worth paying attention

The reason why I care about this issue is the same reason why I fell only someone like me can bring this type of information to the public. First I have worked at an optometrist's office for the last 6 years so I understand what are the most common conditions and treatments. Secondly, I was an illegal immigrant myself and recall applying for charity care to be able to be seen for emergencies. Thirdly, My family suffers of this problem so I can relate to the user.

### UNFAIR ADVANTAGE

### Something that can't easily be bought or copied

Most of the websites I saw were general based and didn't have a welcoming feeling. They were also a bit hard to navigate especially for someone new to the subject. I have been explaining this issues to people with this problem for over 5 years and I believe that will give me an advantage to make my website the first option.

#### CHANNELS

## List your path to customers(inbound or outbound)

Online and word of mouth will be the way most users will find about this website. I will also reach out to my connections in the medical field and call several medical offices where they can refer patients dealing with this problem.

#### **CUSTOMER SEGMENTS**

### List your target customers and users

Undocumented people in their 50s and up who have been diagnosed with an ocular condition and are debating to see specialist but are worry about how they are going to pay for the visits and treatment.

#### **EARLY ADOPTERS**

### List the characters of your ideal customers

- 1. Someone that isn't aware of their available options for medical emergencies.
- 2. Low income.
- 3. Someone that might be incline to let condition worsen instead of seeing specialist to get condition treated.

#### COST STRUCTURE

### List your fixed and variable cost

I can use: Hostwinds: Which is a hosting service that costs as low as \$4.50 per month for one domain or \$5.50 for up to four domains. For \$6.50 per month, you can have a dedicated IP address. In addition to this cheap hosting, you get free stuff like free website and file transfer, free set-up and free domain name. If I request a one time \$5 donation it should be enough to host the website and account for miscellaneous costs that might happen. I will be the one coding it so the labor would be free.

#### REVENUE STREAMS

### List your sources of revenue

People will have the option to give back to the website if the solution worked for them. This will proof key metrics and will also serve as revenue in case the user base grows and someone needs to be hired full time to maintain it.



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