

# Lean Canvas

Designed for:  
Partnerships For the Goals

Designed by:  
Code cortex - Team

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<b>Problem</b>  Thousands of persons and childs go missing daily.  Traditional investigation is slow and inefficient.  CCTV analysis is time-consuming.	<b>Solution</b>  Use Streamlit powered app with MediaPipe Face mesh to register, track and match missing persons using facial data.	<b>Unique Value Proposition</b>  AI – assisted, face-recognition system to identify missing people from images and CCTV footage.	<b>Unfair Advantage</b>  Lightweight, real-time AI model;  Community submissions;  Easy deployment with SQLite;  Customizable per state/region	<b>Customer Segments</b>  Police Departments;  NGOs;  Government Authorities;  General Public
<b>Existing Alternatives</b>  Manual Police Investigation;  Physical Inquiry;  Reviewing CCTV footage frame-by-frame;  Public Posters and news alerts	<b>Key Metrics</b>  Number of Successful matches;  Time to identify;  Number of images scanned;  Public reports submitted	<b>High-Level Concept</b>  The missing-persons detection platform Using AI – Like Aadhar + AI for fast identification	<b>Channels</b>  Web Portals, Mobile App;  Social-Media;  Integration with City surveillance Systems	<b>Early Adopters</b>  Local Police Stations;  NGOs working with missing Persons and Child protection;  Government smart city surveillance departments;  Community volunteers.
<b>Cost Structure</b>  Cloud Hosting;  AI/ML Development;  Database Maintenance;  Storage for Facial Data and Images		<b>Revenue Structure</b>  CSR Funding;  Government Grants;  NGOs Collaborations;  Free to access for law enforcement.		