

The Business Model Canvas - Lingua by David Wagner

<p>PROBLEM</p> <ol style="list-style-type: none"> 1. Learning the vocabulary of a new language is difficult. 2. Flash cards and dictionaries are clumsy and cumbersome. 3. Language learning can be boring. <p>EXISTING ALTERNATIVES</p> <ol style="list-style-type: none"> 1. Apps like duolingo teach users the language in a fun, engaging way. 2. Courses in university or college. 3. Group classes outside of college/university. 	<p>SOLUTION</p> <ol style="list-style-type: none"> 1. Make learning a new language vocab fun and quick. 2. Make the learning quick and easy-to-use. 3. Make the learning challenging and exciting. <p>KEY METRICS</p> <ul style="list-style-type: none"> -App Downloads -Daily users -App ratings -Feedback 	<p>Value PROPOSITION</p> <p>Lingua is a fast paced, modern twist on the educational language app. It is a fun and quick vocabulary trainer for students of Spanish, French or German.</p>	<p>UNFAIR ADVANTAGE</p> <p>Lingua is quick, minimalistic and not cumbersome and bloated like many apps today.</p> <p>CHANNELS to Customers</p> <ul style="list-style-type: none"> -Market to students and users already using language apps -Go to universities and colleges to reach out to students -Receive good ratings on play store 	<p>CUSTOMER SEGMENTS</p> <p>Target Customer:</p> <ul style="list-style-type: none"> -young or old -wants to learn a new language -uses mobile apps <p>Highlight the EARLY ADOPTERS</p> <ul style="list-style-type: none"> -Curious -Young -Student
<p>COST STRUCTURE</p> <ul style="list-style-type: none"> -Hosting: (> \$100 / month) -Staff Salaries (> \$50 000 / month) -Marketing (>\$1000 / month) -Office Space (>\$1500 / month) -Software (>\$100 / month) <p>Total: \$52 700 / month</p>		<p>REVENUE STREAMS</p> <ul style="list-style-type: none"> -Built-In google ads -PRO version -Merchandise 		