

Lean Canvas

Designed for:

ReliefBox

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1

Problem

1. Lack of access to first aid knowledge in war-torn regions.
2. High mortality rates due to delayed or incorrect medical interventions.
3. Limited resources and infrastructure in crises.

Solution

1. An AI-powered mobile app providing real-time, offline first aid guidance tailored to injuries and available resources.
2. Interface with human body design for selecting and describing injuries with voice or images.
3. Localized instructions to maximize usability in resource-constrained environments.

Unique Value Proposition

Empowering individuals in crisis zones to save lives with real-time AI-powered first aid guidance.

Unfair Advantage

1. AI model trained to provide contextual and resource-specific first aid instructions.
2. Offline usability tailored for war-torn or rural areas.
3. Collaborations with local NGOs and healthcare providers for adoption and finding nearby first-aid resources.

Customer Segments

Primary: Residents of war-torn areas (e.g., Palestine, Syria).
Secondary: NGOs, healthcare providers, and governments.

Existing Alternatives

1. Red Cross and St. John Ambulance apps (limited adaptability and offline functionality).
2. M-AID or prototype CDSS apps (require user expertise or internet connectivity).

Key Metrics

1. App downloads and active users in target regions.
2. User feedback and retention rates.
3. Number of injuries successfully managed using the app

High-Level Concept

Duolingo for First Aid in Crisis Zones.

Channels

1. Partnerships with NGOs and healthcare providers.
2. Local workshops and community training programs.
3. Social media campaigns in affected regions

Early Adopters

1. NGOs active in crisis regions.
2. Residents in war-torn areas willing to use mobile solutions.
3. Community health workers and volunteers

Cost Structure

Fixed Costs: App development, AI training, and maintenance.
Variable Costs: Marketing campaigns, outreach, and partnerships.
Other Costs: Server hosting, user feedback integration, and updates.

Revenue Structure

1. Donations from NGOs
2. Freemium model: basic guidance free, premium features for a fee.
3. Licensing to NGOs and governments for large-scale deployment
4. Sponsored versions for specific organizations or regions.