

My First Product - My First Canvas

<p>PROBLEM</p> <p>It's difficult to find people in real life to participate in activities with/get help from if they aren't in your already existent friend group.</p> <p>It's difficult to keep track of all of the events and student led activities that your classmates are interested in.</p> <p>It's hard to fix the schedule with people in your limited friend group</p> <p>People have the desire of learning new things but don't know who can go for when facing lots of problems with online tutoring and tired of distinguish good resources among a large amount of resources.</p> <p>EXISTING ALTERNATIVES</p> <p>Yik Yak</p> <p>NYU website</p> <p>Posters</p> <p>Wechat/Facebook</p> <p>Groupchats</p>	<p>SOLUTION</p> <p>Create a platform for users to match up partners with the same need or have the ability to bring reciprocity to each other.</p> <p>Create platform that can bring awareness to campus activities and keep students involved.</p> <p>KEY METRICS</p> <p>The number of active users in the app</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>Simple app to connect people with the same need, catering for different purpose of finding a partner. For students by students. No faculty involvement.</p> <p>HIGH-LEVEL CONCEPT</p>	<p>UNFAIR ADVANTAGE</p> <p>We would be combining multiple existent app components into one app specifically designed for students.</p> <p>The student group in NYU Shanghai is small, and purposes are all in a limited range.</p> <p>CHANNELS</p> <p>Posters</p> <p>Instagram</p> <p>Facebook</p> <p>Guerrilla Marketing</p>	<p>CUSTOMER SEGMENTS</p> <p>NYU Shanghai Students.</p> <p>EARLY ADOPTERS</p> <p>Outgoing students that want to keep track of all the events going on and are frequently looking for people to participate in activities with.</p>
---	---	--	---	---

COST STRUCTURE

Hosting cost - Heroku (\$0)

Labour cost currently (\$0)

REVENUE STREAMS

Ads

Lean Canvas is adapted from The Business Model Canvas ([BusinessModelGeneration.com](https://www.businessmodelgeneration.com)) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Un-ported License.