

# The Lean Canvas

Designed for:

Designed by:

Date:













Version:

Startup Name













Name1, Name2, ...

DD/MM/YYYY

X.Y

<b>Problem</b>  Top 3 problems	<b>Solution</b>  Top 3 features	<b>Unique Value Prop.</b>  Single, clear and compelling message that states why you are different and worth buying	<b>Unfair Advantage</b>  Can't be easily copied or bought	<b>Customer Segments</b>  Target Customers
<b>Existing Alternatives</b>  List how these problems are solved today.	<b>Key Metrics</b>  Key activities you measure	<b>High-Level Concept</b>  List your X for Y analogy (e.g. YouTube = Flickr for videos)	<b>Channels</b>  Path to customers	<b>Early Adopters</b>  List the characteristics of your ideal customers.
<b>Cost Structure</b>  List your fixed and variable costs. Customer acquisition costs Distribution costs Hosting People Etc.		<b>Revenue Streams</b>  List your sources of revenue. Revenue Model Life Time Value Revenue Gross Margin		

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<b>Problem (2)</b>  <ul style="list-style-type: none"> <li>- Inefficacy in the bureaucratic Italian system when to retrieve documents</li> <li>- Lack of integration between different services</li> </ul>	<b>Solution (3)</b>  <ul style="list-style-type: none"> <li>- Citizen Personal Document Hub - DocHub</li> <li>- Develop a dedicated web portal and mobile app that serves as a personal document hub for citizens login with SPID/Digital Identity</li> </ul>	<b>Unique Value Prop. (4)</b>  <ul style="list-style-type: none"> <li>- Allow easier access for ordinary people to documents to easily see /download them from a unique place</li> <li>- Reduction of PAs' costs for maintenance of their applications</li> </ul>	<b>Unfair Advantage (9)</b>  <ul style="list-style-type: none"> <li>- Collaboration with local entities and PAs to ensure compliance and endorsement as AgID Project</li> </ul>	<b>Customer Segments (1)</b>  <ul style="list-style-type: none"> <li>- Common citizens and used to use digital services and want to retrieve specific documents (for specific situations)</li> <li>- Public administrations, CAFs - Needing efficient, scalable solutions reducing costs</li> </ul>
<b>Existing Alternatives(2b)</b>  <ul style="list-style-type: none"> <li>- SPID</li> <li>- Various portals existing in Italy (e.g., ANPR, NoiPA, AE, ACI, etc.)</li> <li>- App IO coming soon... (digital wallet)</li> </ul>	<b>Key Metrics (7)</b>  <ul style="list-style-type: none"> <li>- Volume of transactions and documents processed and retrieved</li> <li>- Number of active users and PAs on the platform</li> <li>- Website's ROI (Return of Investment)</li> </ul>	<b>High-Level Concept (4b)</b>  <ul style="list-style-type: none"> <li>- Google Drive for personal digital documents (cloud)</li> </ul>	<b>Channels (5)</b>  <ul style="list-style-type: none"> <li>- Web portal accessible from PC and mobile (webapp)</li> <li>- PRs / Partnerships with AgID and some CAFs</li> </ul>	<b>Early Adopters (1b)</b>  <ul style="list-style-type: none"> <li>- Ordinary people middle aged, with some confidence with digital world usage who want to have an easier access to these documents</li> <li>- Run pilot programs with PAs/Accountants, public entities, public users who work with documents to gather initial feedback and build case studies</li> </ul>
<b>Cost Structure (8)</b>  <ul style="list-style-type: none"> <li>- Website development</li> <li>- Security implementation</li> <li>- Integration with existing systems (like SPID)</li> <li>- Customer service for both users and PAs</li> <li>- Employees</li> <li>- Costs associated with customer acquisition and retention</li> <li>- Ongoing compliance with legal standards</li> <li>- Training program costs for PAs</li> </ul>		<b>Revenue Streams (6)</b>  <ul style="list-style-type: none"> <li>- Tiers subscriptions: Charge public administrations a subscription fee for using the platform to manage and distribute documents</li> <li>- Tiers based on how many transactions and how many users</li> </ul> <p>Note: No Imposta di Bollo or transactions for users/ads neither or access to premium features</p>		