Designed for:

Startup Name

Designed by:

Date:

DD/MM/YYYY

Version: X.Y

Solution



Unique Value Prop.



Unfair Advantage

Name1, Name2, ...



Customer Segments



Top 3 problems

Problem

Top 3 features

Single, clear and compelling message that states why you are different and worth buying

Can't be easily copied or bought

Target Customers

Existing Alternatives



Key Metrics



High-Level Concept



Channels



Early Adopters



List how these problems are solved today.

Key activities you measure

List your X for Y analogy (e.g. YouTube = Flickr for videos)

#

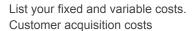


Path to customers

ideal customers.

List the characteristics of your

Cost Structure



Distribution costs

Hosting

People

Etc.

Revenue Streams





Revenue Model Life Time Value

Revenue

Gross Margin



The Lean Canvas

Problem (2)

documents





- Lack of integration between different services

Solution (3)



- Citizen Personal Document Hub - DocHub

- Develop a dedicated web portal and mobile app that serves as a personal document hub for citizens login with SPID/Digital Identity

Unique Value Prop. (4)

ordinary people to

documents to easily

see /download them

from a unique place



- Allow easier access for

- Reduction of PAs' costs for maintenance of their applications

Unfair Advantage (9)

as AdID Project

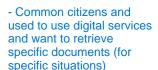
- Collaboration with local

entities and PAs to ensure



compliance and endorsement

Customer Segments (1)



- Public administrations. CAFs - Needing efficient, scalable solutions reducing costs



- SPID
- Various portals existing in Italy (e.g., ANPR, NoiPA, AE, ACI, etc.)
- App IO coming soon... (digital wallet)

Key Metrics (7)



- Volume of transactions and documents processed and retrieved
- Number of active users and PAs on the platform
- Website's ROI (Return of Investment)

High-Level Concept (4b)

- Google Drive for personal digital documents (cloud)

Channels (5)



- Web portal accessible from PC and mobile (webapp)

- PRs / Partnerships with AgID and some CAFs

Early Adopters (1b)



Version:

- Ordinary people middle aged, with some confidence with digital world usage who want to have an easier access to these documents.
- Run pilot programs with PAs/Accountants, public entities, public users who work with documentsto gather initial feedback and build case studies

Cost Structure (8)



- Security implementation
- Integration with existing systems (like SPID)
- Customer service for both users and PAs
- Employees
- Costs associated with customer acquisition and retention
- Ongoing compliance with legal standards
- Training program costs for PAs

#

Revenue Streams (6)



- Tiers subscriptions: Charge public administrations a subscription fee for using the platform to manage and distribute documents
- Tiers based on how many transactions and how many users

No Imposta di Bollo or transactions for users/ads neither or access to premium features