

Lean Canvas

Problem

How might we help parents know or notify their children's location even if they do not have smartphones?

- Parents who worry about their children's safety
- Parents who wants to track their children's location
- Public Transportation Safety

Solution



- A system that will track their children's location by sending SMS of the location status and vehicle info when using public transportation.

Existing alternatives:

- GPS Location Tracker
- Parents personally update their children's location status by texting or calling them

Customer Segments

- Parents/Guardians

Early Adopters:

- Parents who are worried about their children
- Parents who wants to track their children's location status

Unique Value Proposition

- A system that lessen you're worries for your children by tracking what they ride. Safe, easy to use and does not need internet connection.

Unfair Advantage

- Does not need internet connection
- Highly Innovative
- Safe and Easy to use

Key Metrics

- Number of Application Purchase/Downloads
- Number of Active Users

Channels

- Social Media Platforms
- Advertisements
- Promotional Events

Cost Structure & Revenue Streams

Cost Structure

- Undefined

Revenue Streams

- Undefined

END OF PRESENTATION

