

# 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 drivers 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

