

Digital Vegan - Digital Vegan Lean Canvas

<p>PROBLEM</p> <p>Video streaming contributing to climate change.</p> <p>The high amounts of data usage by data centers and the resulting carbon emissions in the environment. The unregulated amount of carbon emissions emitted per view of high-res videos and online media.</p> <p>EXISTING ALTERNATIVES</p> <p>Other methods of environmental conservation in different industries. Cutting internet/steaming time. Manually lowering definition.</p>	<p>SOLUTION</p> <p>Eco Mode, an extension that lowers the video definition and informs the user how much they are lowering your carbon footprint per video.</p> <p>The creation of an application interface or program add-on that enables the user to conveniently shift between a low-energy consumption mode and the regular viewing setting of high-resolution videos and streaming content.</p> <p>KEY METRICS</p> <p>Download button (Clickthrough Rate)</p> <p>Learn more button (Clickthrough Rate)</p> <p>Monthly Active Users</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>Keep your digital life green to keep the earth clean all by the click of a button.</p> <p>Easily accessible feature on any device.</p> <p>Ability to track one's carbon emissions and digitally materialize the extent of these emissions</p> <p>HIGH-LEVEL CONCEPT</p> <p>Meatless Monday for Video Streaming</p> <p>(put on slides in final pitch)</p>	<p>UNFAIR ADVANTAGE</p> <p>Core Values</p> <p>CHANNELS</p> <p>Youtube Ads</p> <p>Physical Environment Campaigns</p> <p>(twitter campaign)</p>	<p>CUSTOMER SEGMENTS</p> <p>Consumers of online media and subscribers of video streaming websites.</p> <p>EARLY ADOPTERS</p> <p>NYU Shanghai students</p> <p>Green Shanghai club members</p> <p>People who watch environmental youtube videos.</p>
<p>COST STRUCTURE</p> <p>Advertising on the Internet (Customer Acquisition Cost)</p> <p>Off-line Awareness Campaign</p> <p>Partnerships with leading video content providers (Netflix, Hulu, HBO GO, Youtube)</p>			<p>REVENUE STREAMS</p> <p>Possible partnerships with video-streaming companies.</p> <p>Brand deals and awareness campaigns/partnerships.</p> <p>Donations from users.</p>	