

The Lean Canvas

Designed for:

VERIFACT

Designed by:













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Problem  <ul style="list-style-type: none">- Growing spread of fake news creating societal mistrust and harm.- Manual fact-checking is time-intensive and impractical for large volumes.- Content creators risk losing credibility due to unverified information.	Solution  <ul style="list-style-type: none">- AI-driven news verification with instant credibility scoring.- User-friendly platform with detailed reports for transparency.- Continuous learning system for improved accuracy over time.	Unique Value Prop.  <ul style="list-style-type: none">- "Empowering users to trust digital information effortlessly."- Time-saving, reliable, and scalable fact-checking for individuals and businesses.- Seamless integration with existing workflows for media and education sectors.	Unfair Advantage  <ul style="list-style-type: none">- Proprietary AI models require expertise, data, and time that are not readily available.- Building institutional partnerships takes trust and time to establish.	Customer Segments  <ul style="list-style-type: none">- Individuals: Journalists, students, and concerned citizens.- Businesses: Media outlets, social media influencers, and corporations.- Institutions: Universities and NGOs promoting media literacy.
Existing Alternatives  <ul style="list-style-type: none">- Manual fact-checking via multiple online sources.- Basic browser extensions or third-party fact-checkers.- Limited AI-based tools for real-time news verification.	Key Metrics  <ul style="list-style-type: none">- Accuracy rate of classified content (True vs. Fake).- Retention and feedback rates from active users.- Growth in API usage and paid subscriptions.	High-Level Concept  <ul style="list-style-type: none">- "The AI-powered news verification tool for a misinformation-free society."	Channels  <ul style="list-style-type: none">- Mobile app stores (iOS/Android) and web platforms.- Social media campaigns (LinkedIn, Twitter, Instagram).- Partnerships with educational institutions and NGOs.	Early Adopters  <ul style="list-style-type: none">- Social media influencers and managers concerned about content credibility.- Journalists needing fact-checking tools.- Academics and students seeking reliable sources.
Cost Structure  <ul style="list-style-type: none">- Technology infrastructure (cloud services, servers).- AI model development and updates.- Marketing and customer acquisition expenses.- Data acquisition and partnerships.		Revenue Streams  <ul style="list-style-type: none">- Monthly subscriptions for individual users.- API licensing fees for enterprise clients.- Revenue from educational workshops and premium features.		