

Lean canvas

Version 3

Problem

- 1. It is hard for females to make a decision to travel alone because they feel unsafe in the male-dominated environment
- 2. Women feel insecure about their skills and knowledge regarding camper van lifestyle
- 3. Women do not feel independent and empowered enough to try out this new hobby
- 4. Women who decide to get more information on various portals get a lot of criticism from men

Solution

- Providing ratings of campings regarding safety
- Offering online tutorials, physical workshops, and resources specifically tailored to women
- Creating an online platform just for women

Key Metrics

- Number of views, followers and likes on Instagram
- Number of website link clicks from Instagram bio
- Number of sold tutorial spots
- Time spent on the website
- Growth rate of engagement over time

Unique Value Proposition

HerWay creates an online environment to empower women in their camper van adventures by providing them with resources tailored to their needs and goals.

Unfair Advantage

- Brand created specifically for women by women -> female-centric approach + in-depth knowledge of needs
- Expertise and authority creating the sense of trust
- Partnerships with multiple locations to host the offered tutorials

Channels

- 1. Awareness**
Indirect partner: Social media (Instagram)
- 2. Evaluation**
Direct owned: HeyWay Website
Indirect and partner: Reviews and testimonials
- 3. Purchase**
Direct owned: HeyWay Website
- 4. Delivery**
Direct owned: HerWay Website
Direct owned: Physical events and workshops
- 5. After-sales**
Direct owned: HerWay Website customer service (reviews)

Customer Segments

- Younger millennials (25-35)
- Female
- South of the Netherlands
- Interested in mental and physical well-being
- Interested to start their journey with camper-vans or grow their knowledge
- Owners/renters of camper vans
- Insecure about their knowledge and worried about safety
- Seeking guidance and support while travelling

(Persona in the justification)

Cost Structure

Value driven

- Website (design + maintenance) - €6.800
 - Legal - €6.500
 - Marketing - €6.400
 - Video tutorials - €10.000
 - Workshops - €40.000
 - Total costs: €69.700
- Fixed/Variable identified in justification)

Revenue Streams

Revenue models:

- Advertising: Putting advertisements of various companies on our website to gain revenue - €4.800
- Product/service sales: Workshops - €72.000