See next slide for instructions!

# Open Canvas project : Phinch (Holly Bik)

**Product** 

Project Execution	Problem Difficult to visualize large -Omic datasets Biological Data Viz tools require	Solution - Scalable framework - Low activiation energy (plug & play) - Emphasize novelty, interactivity - Work with designers on UX/UI	Unique Value Proposition  Quick and easy framework for sharing/storing large datasets and exporting publication quality graphics  Cutomized, interactive exploration of -Omic datasets without needing any prior computational training  Exciting educational and outreach tool - teachers and citizen scientists can work with real genomic datasets	
	computational expertise & lots of manual effort  Lack of interactive data viz tools, bad UX/UIs	Key Metrics  Web Traffic/Analytics # of Downloads Publication citations GitHub pull requests Social Media mentions	User Profiles  Target audience and early adopters  Research Scientists  Citizen Scientists  Teachers	User Channels Conference Talks Workshops Twitter/Web Word of Mouth Journal Article
	Resources Required  Funding - (existing Sloan Foundation grant) Long-term Funding (new grant proposals) End Users to test and uptake product Data Viz Expertise (Pitch Interactive) Community Contributions to Code		Contributor Profiles Contribution types and ideal contributors Computer Scientists (Academics) Freelance Programmers with biological interest/expertise Postdocs, Grad Students, other research Trainees End Users (bug reports, data viz requests)	Contributor Channels Github Slack Social Media Academic Journals

Community

users

Your

## Open Canvas

project : Title

### Make your own canvas: Go to File > Make a Copy...

#### Problem

The top 1-3 problems you want to solve

#### Solution

Outline your proposed solution for each problem

#### **Unique Value Proposition**

A clear message that states what you offer and why you are different. Can be derived from:

- 1. The main problem you are solving
- 2. The finished story and benefits users will have by using your product

Example: Square - start accepting credit cards today

#### **Key Metrics**

How will you measure success?

#### User Profiles

Target audience and early adopters

Who are you building this for? Who will your early adopters be?

#### **User Channels**

List how you will gain new users

#### Resources Required

What do you need to build an MVP (minimum viable product)? Design, Development, Expertise, Hardware requirements and other costs

## **Contributor Profiles**

Contribution types and ideal contributors

What do your contributors look like? Be sure to include the different expertise you outline in "Resources Required"

#### Contributor Channels

List how you will gain new contributors

Execution Project

**Product** 

Community