

Lean Canvas

Lean canvas (business model)

02/10/20

Sleep Buddy

Problem -People who want to fix sleep schedule or want to help maintaining sleep schedule -Single people do not have anyone to hold them accountable for waking up	Solution -Sleep buddy application -Pair with another user on the app and users hold each other accountable for waking up	Unique Value Proposition -Not available in the market as of now -No other sleep app has paired users to hold each other accountable	Unfair Advantage	Customer Segments -People who need/want to wake up by themselves without the help of other people like a partner or parent.
	Key Metrics		Channels	
	Cost Structure		Revenue Streams	
PRODUCT			MARKET	