

Lean Canvas		Designed for: TKH Module 7	Designed by: Kari Sakib	Date: 8/28/2020	Version: 0.1
Problem Top 3 problems Too many guests Limited space Strict time frames	Solution Top 3 features Reservation ticket based system In app purchases for memberships. 7-day free trial membership.	Unique Value Proposition Single, clear and compelling message that states why you are different and worth buying Allows users to have a lightning fast experience reserving space at the mosque for Friday prayers at their ideal set times without worrying about finding space or hopping to different location.	Unfair Advantage Can't be easily copied or bought Brand new idea and is the first of it's kind.	Customer Segments Target Customers Muslims who intend on praying their Friday prayers without having to worry about spacing and capacity issues.	
Existing Alternatives List how these problems are solved today. Waiting outside for the first set of guests to finish results in lots of traffic and impatience.	Key Metrics Key activities you measure Surrounding traffic/traffic control. Parking lot control. Amount of people registered.	High-Level Concept List your X for Y analogy (e.g. YouTube = Flickr for videos) “AMC tickets for Mosques”	Channels Path to customers Monthly subscription plan ensures they have a spot. (VIP) Free users use ticket based system, first come first serve.	Early Adopters List the characteristics of your ideal customers. Frequent mosque goer. Friday prayer mosque goer. Muslims driving looking for a free parking spot in mosque parking lot.	
Cost Structure List your fixed and variable costs. Advertisement cost Signup referral costs App maintenence costs			Revenue Structure List your sources of revenue. Expanding App to be used by other mosques. Premium membership and higher level of memberships to be released. In app purchases. In app advertisements.		