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| **Lean Canvas** | | Our Startup | | |  | | Kisara Fernando |  | 26-08-2024 |  | 01 |
|  |  |  | | | | |  | |  | | |
| **Problem** | **Solution** | | **Unique Value Proposition** | | | **Unfair Advantage** | | | **Customer Segments** | | |
| Top 3 problems  Not being able to hire a dedicated data analytst full time  Need professional analytics help to transform business (From intuition to data-driven insights)  One fit for all solutions does not work for your business | Top 3 features  Hire only for the time utilized or for the value of the project  Skills come through deliberate practice, professional experience and a related educational background  Dedicated for data analytics only | | Single, clear and compelling message that states why you are different and worth buying    We work with you with cheerful energy with the passionate for turning raw data to the deepest level of graniularity so that you can transform your business in ways you didn’t even thought of | | | | Can’t be easily copied or bought    Dedicated support 24/7 for your business  Can-do attitude and craftsman mindset (Maximizing value providing)  Focuses solely on data analytics | | Target Customers  Small to medium sized businesses | | |
| **Existing Alternatives** | **Cost Structure** | | **High-Level Concept** | | | | **Channels** | | **Early Adopters** | | |
| List how these problems are solved today.  Through SaaS solution which are one-fit-for-all type of solutions  Companies with focus on different technical solutions: Blockchain, software development | List your fixed and variable costs  Website domain and hosting  Power BI Plan | | List your X for Y analogy  (e.g. YouTube = Flickr for videos)  Virtual assistant for data analytics | | | | Path to customers  LinkedIn- Organic Marketing  Cold outreach- Emails and Calls | | List the characteristics of your ideal customers.  Small to medium sized retail stores, marketing departments, businesses that use CRM software, etc. | | |
| **Key Metrics** | | | | **Revenue Structure** | | | | | | | |
| Key activities you measure  Number of leads generated, Number of leads converted  Project completion rate, time to deliver  Client satisfaction (based on reviews), Net promoter score (how likely to give a recommendation)  Project cost, time spent on average per week, profit margin per project | | | | List your sources of revenue.  Project based (By project value) [One time]  Subscriptions (A customized subscription for the amount of work on a monthly basis) [Recurring]  Additional Fees from additional work in both project based and subscriptions (pay-as-you-go type) | | | | | | | |
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| **Problem** | **Solution** | | **Unique Value Proposition** | | | **Unfair Advantage** | | | **Customer Segments** | | |
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| **Existing Alternatives** | **Key Metrics** | | **High-Level Concept** | | | | **Channels** | | **Early Adopters** | | |
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| **Cost Structure** | | | | **Revenue Structure** | | | | | | | |
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