

The Lean Canvas

DESIGNED FOR:	DESIGNED BY:	DATE:	VERSION:
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PROBLEM <i>Top 3 problems</i> Build a go to interface for creators and editors of youtube where creators can manage everything related to channels, editors and upload approvals and editors can mange their contributions to multiple accounts from one place.	SOLUTION <i>Top 3 features</i> Creators managing multiple accounts and their editors from a single interface. Editors contributining to multiple channels at ease from single interface. Approval mechanism for creators to approve contributions that are made to his/her channels at single click. Video uploading and processing will be taken care so that people don't have to manually wait till it's done.	UNIQUE VALUE PROP. <i>Single, clear and compelling message that states why you are different and worth buying.</i> A unified dashboard that empowers YouTube creators and editors to manage channels, frame content, approve uploads, version edits, and communicate in one seamless interface - saving time and boosting creative control.Indicators	UNFAIR ADVANTAGE <i>Can't be easily copied or bought.</i> (help needed) Its a micro sass, concentrated on youtube content Framing, communicating, secure video store, versoning, approval mechanism	CUSTOMER SEGMENTS <i>Target Customers</i> Creators who have more two or more channels. Editors who are an editor for many channels and. Creators who post large amounts of contents.
EXISTING ALTERNATIVES <i>List how these problems are solved today.</i> Planable Sendible SocialPilot Swat.io Brandwatch Social Media Management	KEY METRICS <i>Key activities you measure</i> Number of creators onboarded Conversion to paying users - targeting 40k users , with 400 becoming paid subscribers	HIGH-LEVEL CONCEPT <i>List your X for Y analogy (e.g. YouTube = Flickr for videos)</i> "Think of this as 'YouTube Studio × Frame.io × Slack', for multiple creators and editors."	CHANNELS <i>Path to customers</i> Direct sales to content creator communities Partnerships with YouTube-focused creator teams/agencies Social media promotion targeted at YouTube power users Tech blog and newsletter outreach	EARLY ADOPTERS <i>List the characteristics of your ideal customers.</i> Visionary creators managing multiple YouTube channels A unified dashboard that empowers YouTube creators and editors to manage channels, frame content, approve uploads, version edits, and communicate in one seamless interface—saving time and boosting creative control.
COST STRUCTURE <i>List your fixed and variable costs. Customer acquisition costs, Distribution costs, Hosting, People, Etc.</i> Fixed costs: Platform development, video storage infrastructure, R&D (framing, versioning), UX/UI design Variable costs: Hosting & streaming bandwidth, support staffing, marketing & acquisition, transactional processing	REVENUE STREAMS <i>List your sources of revenue. Revenue Model, Life Time Value, Revenue, Gross Margin</i> Creators pay - e.g., ₹400 (or ~\$5) per creator per month If we reach 400 paid creators, that translates to ~₹160,000/month revenue			