**Lean Canvas** DisasterMap

24-Mar-2025

Iteration #2

# Problem

#Families, #Singles, #Elderly may need to seek help in a disaster situation can be life or death and you need the quickest route to your destination that is safe and free of obstacles.

#Interstate and Foreign Students, #Recent Migrants, #Tourists are new to an area might not be familiar potential choke- points and dangers nearby in an emergency.

#Emergency Services face challenges communicating (both receiving and publishing) real time updates of street-scale hazards during life threatening events.

# Solution

An application that allows managed, crowd-sourced and verified-source reporting, recording and mapping of life-threatening hazards in real-time.

Hazard or obstacle information is disseminated to both Emergency Services and the public in a collaborative away that allows for both response and avoidance.

Key Metrics

Count Downloads Count Logins

Count Events Reported Count Locations Searched Avg. Time Spent on App In-App Activity Tacking

# Unique Value Proposition

DisasterMap is designed by a team drawing on lived experience of extreme and dangerous situations. This app can show real-time threats, obstacles and hazards to keep communities safer at critical times.

Google maps-like Navigation, with Reddit-like user engagement, and Threads like update.

# Unfair Advantage

Buy in from emergency services and governments will make it harder for similar products to compete once reputation and contracts are established.

# Channels

Word of mouth Official government

conventional and social

media advertising Viral sharing

Advertising on travel sites and visa provider pages.

# Customer Segments

#Families #Singles #Elderly

#Interstate and Foreign Students

#Recent Migrants #Tourists #Emergency Services

**Early Adopters** *#Emergency Services #Tourists*

*#Tech-Savvy Students*

**Existing Alternatives**

News reports Social media Phone calls

Police and SES patrols Department Websites

# Cost Structure

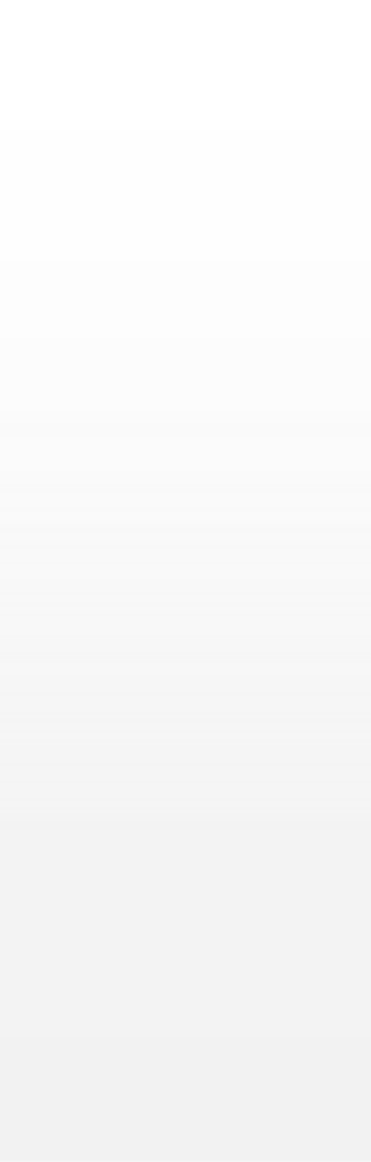
Concept and Design

Code Development and Delivery Regulation and Compliance Costs Cloud Database

Ongoing Maintenance and Updates

# Revenue Streams

Government Contract In App Advertising



PRODUCT MARKET