

# Lean Canvas

MedLogSoft Systems

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Iteration 1

|  |   |   |  |  |
|--|---|---|--|--|
| <p><b>Problem</b></p> <p>Top 3 problems</p> <p>Insufficiently prepared first responders for highly complex situations</p> <ul style="list-style-type: none"> <li>- Errors</li> <li>- Higher costs</li> </ul> | <p><b>Solution</b></p> <p>Software to simulate a customizable training scenario</p> <p>-validation?</p> <p>Streamlined timeframe</p> <hr/> <p><b>Key Metrics</b></p> <p>Key activities you measure</p> <p>?</p> | <p><b>Unique Value Proposition</b></p> <p>Single, clear, compelling message that states why you are different and worth paying attention</p> <p>Software delivered on individual computers in a three-day training session</p> <ul style="list-style-type: none"> <li>- A Need?</li> <li>- Validation?</li> <li>- Unique?</li> <li>- A more compelling proposition might be validated instructors</li> <li>- Simulation Validation</li> </ul> | <p><b>Unfair Advantage</b></p> <p>Can't be easily copied or bought</p> <p>Training Timeframe?<br/>Customizable<br/>Simulation to emulate situation?<br/>Patent?</p> <hr/> <p><b>Channels</b></p> <p>Path to customers</p> <p>Local, state, and national agencies</p> <ul style="list-style-type: none"> <li>- Police departments</li> <li>- Texas DPS</li> <li>- FEMA</li> </ul> | <p><b>Customer Segments</b></p> <p>Target customers</p> <p>Agencies with first responders that are in need of highly realistic scenario training</p> <p>-Really just targeting a different customer channel</p> <p>-who are the customers targeted</p> |
| <p><b>Cost Structure</b></p> <p>Software Development &amp; On-going Customization:<br/>Instructor expense</p>  |   | <p><b>Revenue Streams</b></p> <p>Revenue Model: \$40,000 per session (20 people), available upsale for additional \$10,000 (up to 10 additional people)<br/>Min of 100 people</p>   |  |  |