PROBLEM

List your top 1-3 problems.

+ wmsle_bsjrq bml¦ri lmu uf_r rm bm ugrf rfcgp dpcc rgkc

+ @sgqlcqqcq bml¦ri lmu rfcgp asqrmkcpq lccbq

EXISTING ALTERNATIVES

List how these problems are solved today.

+ mnclr_`jc
+ D_ac`mmi
+ Wcjn
+ Emmejc Pctgcuq

SOLUTION

Outline a possible solution for each problem.

- Integrated mobile app that allows users to plan their best days/nights out with their friends

KEY METRICS

List the key numbers that tell you how your business is doing.

- # of Users
- # of Form Submissions
- # of Session Duration
- # of Referrals

UNIQUE VALUE PROPOSITION

Single, clear, compelling message that states why you are different and worth paying attention.

² Mlcglrcep_rcb nj_rdmpk rf_regtcq_l mpe_lgxcb* c_qw rm k_l_ec* bgqamtcp_`jc _lb qf_pc_`jc qmjsrgml rm nj_l ctclrq

HIGH-LEVEL CONCEPT

List your X for Y analogy e.g. YouTube = Flickr for videos.

Facebook for Event Planning

UNFAIR ADVANTAGE

Something that cannot easily be bought or copied.

We offer a seamless platform, where our competitors are turned into our allies with social media integration. Allowing you to access all social media platforms and using that data to tailor that night out experience just for you and your friends

CHANNELS

List your path to customers (inbound or outbound).

- Internet (Social Media)
- Coffee shops near campuses
- Ryerson student centre
- Ryerson library

CUSTOMER SEGMENTS

List your target customers and users.

+ Wmsle ?bsjrq
+ Ampnmp_rgmlq ufm nspaf_qc b_r_

EARLY ADOPTERS

List the characteristics of your ideal customers.

+ Nmqr qcamlb_pw qrsbclrgl Rmpmlrm
+ Qk_jj glbcnclbclr@sqglcqqcq

COST STRUCTURE

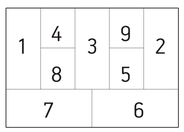
List your fixed and variable costs.

- Server costs
- employment

REVENUE STREAMS

List your sources of revenue.

- Ads
- Selling Customer Data



CANVAS FILL ORDER

RISK ITERATION PATH

Lean Canvas

Created by Spark59 // Online version available at www.leancanvas.com