

# PROBLEM

*List your top 1-3 problems.*

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fZVdXW]\_ W

Ž4g[e`WwVa`f]`ai fZVdUgefa\_ W  
`Ww

## EXISTING ALTERNATIVES

*List how these problems are solved today.*

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# SOLUTION

*Outline a possible solution for each problem.*

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

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# KEY METRICS

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

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- # of Form Submissions
- # of Session Duration
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# UNIQUE VALUE PROPOSITION

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

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adS` [l W Wk fa\_ S` SYMMeAhW'S W  
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## HIGH-LEVEL CONCEPT

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

Facebook for Event Planning

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# UNFAIR ADVANTAGE

*Something that cannot easily be  
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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

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# CHANNELS

*List your path to customers (inbound or outbound).*

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

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# CUSTOMER SEGMENTS

List your target customers and users.

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## EARLY ADOPTERS

List the characteristics of your ideal customers.

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COST STRUCTURE

List your fixed and variable costs.

- Server costs

- employment

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REVENUE STREAMS

List your sources of revenue.

-

Ads

-

Selling Customer Data

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- REVENUE STREAMS

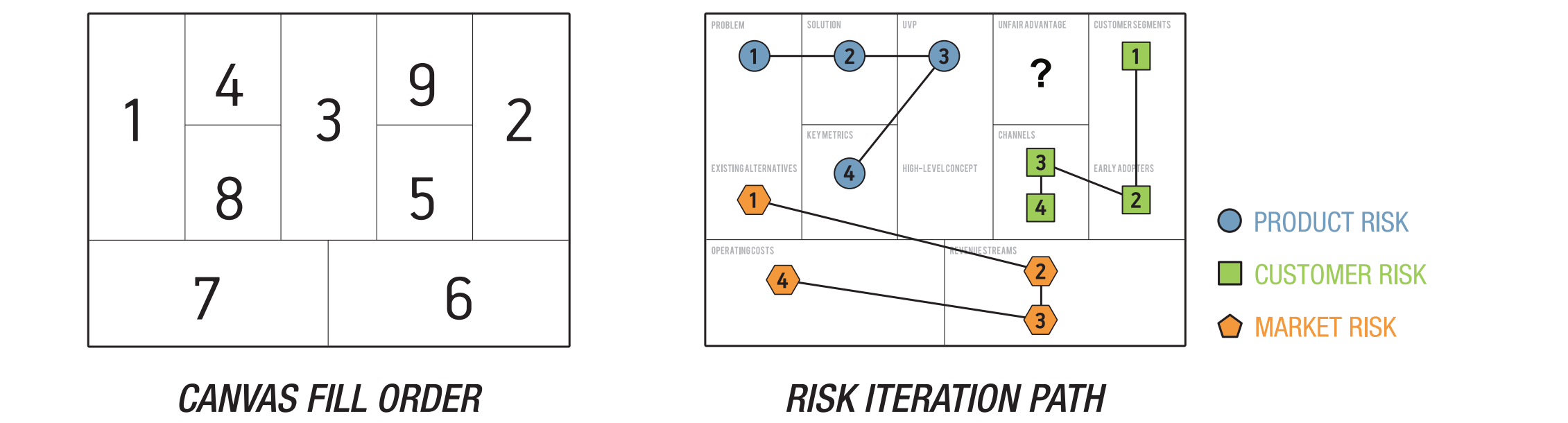
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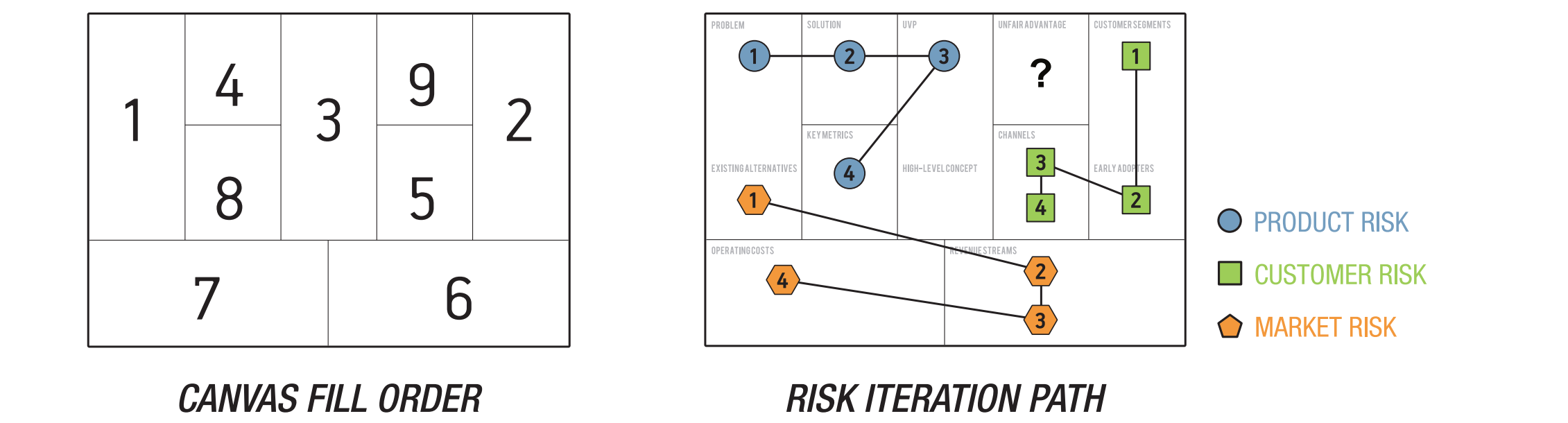
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Selling Customer Data



The diagram illustrates the Canvas Fill Order and Risk Iteration Path. On the left, a 3x3 grid represents the Canvas, with numbers indicating the fill order: 1 (top-left), 4 (top-middle), 3 (top-right), 8 (middle-left), 5 (middle-middle), 2 (middle-right), 7 (bottom-left), and 6 (bottom-right). On the right, a flowchart shows the Risk Iteration Path, starting from a central node (2) and branching into three paths: Product Risk (1, 2, 3), Customer Risk (1, 2, 3), and Market Risk (1, 2, 3). The paths are color-coded: blue for Product Risk, green for Customer Risk, and orange for Market Risk. The flowchart also includes a central node (2) and a final node (3) for each path.



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**Lean Canvas**  
*Created by Spark59 // Online version available at [www.leancanvas.com](http://www.leancanvas.com)*

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