

# The Lean Canvas

Designed for:

Startup Name

Designed by:













Name1, Name2, ...

Date:

DD/MM/YYYY

Version:

X.Y

<b>Problem</b>  <ul style="list-style-type: none"> <li>Hard to ensure the authenticity of electronic clinical documents</li> <li>Most of digital signature service keep the private key of users in their server which means it is no longer private</li> </ul>	<b>Solution</b>  <p>Top 3 features</p> <ul style="list-style-type: none"> <li>Private Key stored on user's mobile device</li> <li>No document upload to server to provide privacy and confidentiality</li> </ul>	<b>Unique Value Prop.</b>  <p>Single, clear and compelling message that states why you are different and worth buying</p> <ul style="list-style-type: none"> <li>We don't keep <b>private</b> key and <b>document</b> on the server</li> <li>Implement digital signature functionality on your own system</li> </ul>	<b>Unfair Advantage</b>  <p>Can't be easily copied or bought</p> <ul style="list-style-type: none"> <li>Low price digital signing</li> </ul>	<b>Customer Segments</b>  <p>Target Customers</p> <ul style="list-style-type: none"> <li>Hospital</li> <li>Health Professional</li> <li>Payor / Insurance company</li> <li>Other institution / company</li> </ul>
<b>Existing Alternatives</b>  <p>List how these problems are solved today.</p> <ul style="list-style-type: none"> <li>Use PrivyID</li> <li>Use BSSN</li> <li>Use BPPT</li> </ul>	<b>Key Metrics</b>  <p>Key activities you measure</p> <ul style="list-style-type: none"> <li>Number of issued sign</li> <li>Number of issued digital certificate</li> </ul>	<b>High-Level Concept</b>  <p>List your X for Y analogy (e.g. YouTube = Flickr for videos)</p> <ul style="list-style-type: none"> <li>Proper digital signature</li> </ul>	<b>Channels</b>  <p>Path to customers</p> <ul style="list-style-type: none"> <li>Word of mouth</li> <li>PR</li> </ul>	<b>Early Adopters</b>  <p>List the characteristics of your ideal customers.</p> <ul style="list-style-type: none"> <li>Ministry of Health</li> <li>BPJS Kesehatan</li> <li>Other Insurance Company</li> </ul>
<b>Cost Structure</b>  <p>List your fixed and variable costs.</p> <p>Customer acquisition costs</p> <p>Distribution costs</p> <p>Hosting</p> <p>People</p> <p>Etc.</p> <ul style="list-style-type: none"> <li>Hosting</li> <li>Development</li> <li>Marketing</li> </ul>		<b>Revenue Streams</b>  <p>List your sources of revenue.</p> <p>Revenue Model</p> <p>Life Time Value</p> <p>Revenue</p> <p>Gross Margin</p> <ul style="list-style-type: none"> <li>Credit –pay as you go</li> </ul>		

# Latar Belakang

[illegible]

# The Lean Canvas

## How to Fill in a Lean Canvas?



Based on Lean Canvas by Ash Maurya, adapted from the Business Model Canvas by Alex Osterwalder, licensed under CC BY SA 3.0.

