Designed for: Designed by:

Name1, Name2, ...

Date:

DD/MM/YYYY

Version: X.Y

Problem

Solution



Unique Value Prop.

Startup Name





Target Customers



Hard to ensure the authenticity of electronic clinical documents

Most of digital signature service keep the private key of users in their server which means it is no longer private

Top 3 features

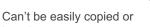


 No document upload to server to provide privacy and confidentiality

Single, clear and compelling message that states why you are different and worth buving

- We don't keep private key and document on the server
- · Implement digital signature functionality on your own system

Unfair Advantage



bought

· Low price digital signing



- Hospital
- Health Professional
- Pavor / Insurance company
- Other institution / company

Existing Alternatives

List how these problems are



Key activities you measure

- Number of issued sign
- · Number of issued digital certificate

High-Level Concept

List your X for Y analogy

(e.g. YouTube = Flickr for

Proper digital signature

videos)



Channels



Path to customers

- Word of mouth
- PR



Early Adopters



List the characteristics of your ideal customers.

- Ministry of Health
- **BPJS** Kesehatan
- Other Insurance Company

solved today. Use PrivyID

- Use BSSN
- Use BPPT

Key Metrics

#

Revenue Streams



List your fixed and variable costs. Customer acquisition costs

Distribution costs

Cost Structure

Hosting

People Etc.

- Hosting
- Development
- Marketing



List your sources of revenue.

Revenue Model

Life Time Value

Revenue

Gross Margin

Credit –pay as you go

Latar Belakang

Mengapa digital signature?	

How to Fill in a Lean Canvas?

8

PROBLEM

List your customer's top 3 problems

EXISTING ALTERNATIVES

List how these problems are solved today



di

KEY METRICS

List the key numbers that

tell you how your business

SOLUTION



UNIQUE VALUE PROPOSITION

Single, clear, compelling message that turns an unaware visitor into an interested prospect

HIGH-LEVEL CONCEPT

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



UNFAIR **ADVANTAGE**



CUSTOMER SEGMENTS

List your target customers and users

Version:

CHANNELS

List your path to customers



List the characteristics of your ideal customers

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COST STRUCTURE

List your fixed and variable costs



REVENUE STREAMS

List your sources of revenue

