

The Lean Canvas

Designed for:

Startup Name

Designed by:













Name1, Name2, ...

Date:

DD/MM/YYYY

Version:

X.Y

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

Latar Belakang

[illegible]

The Lean Canvas

How to Fill in a Lean Canvas?



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