SniffLock - SniffLock

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
Browsing on the Internet needs to be safer Viruses	An app that lets you browse with no history / footprints	The fastest way to make the Internet safer	Accessible to everyone Simplicity	It's for everyone who wants to stay safe, but can't or don't want to pay for 3rd party software
	KEY METRICS Active users Total downloads Amount of purchases	**HIGH-LEVEL CONCEPT**	**CHANNELS** Facebook groups E-mail Friends	
EXISTING ALTERNATIVES VPNs, other browsers		Keep the sniffers away.		**EARLY ADOPTERS** Teenagers, adults, elders

COST STRUCTURE	REVENUE STREAMS
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