Lean Canvas

Problem
Top 3 problems

- Few ways to quickly clear doubts
- Little use information resources, due to its exaggerated detail or genericism
- Not having a unique place where all information is available

Existing Alternatives

Getting help from:
- Friends/Colleagues
- School Teachers
- The Web
- Books

Solution

Top 3 features

- Subject Filtering
- Tutor Profile
- Ease of Use

Key Metrics
Key activities you measure

- Reviews
- Downloads
- Active Users
- Number of tutoring meetings

Unique Value Proposition
Single, clear, compelling message that states why you are different and worth paying attention

- Accessibility
- Time-Saver
- Custom Learning
- Knowledge Network
- Reliability*

High Level Concept

- A google search for tutors

Unfair Advantage
Can't be easily copied or bought

Channels
Path to customers

- Social Media
- Play Store
- "Friend Flood"

Customer Segments
Target customers

- Students
- Independent Tutors/ Learners

Early Adopters

- University Students

Cost Structure

- Advertisement
- Development

Revenue Streams

- Advertisement
- Donations

PRODUCT   MARKET

Reliability: People know who is teaching them, i.e. they know about their
academic/professional qualifications. Therefore, the reliability of the information is guaranteed.

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