

CLEAN CRUSH

Lean Canvas
by Ranveer Kaur Maan

01 Problem

Academic Digital Hoarding Syndrome:
Students accumulate files per exam period "just in case"

Privacy-Invasive Cleanup Tools:
Existing cleaners scan file contents → privacy violations

No Academic Context Awareness:
Generic tools don't understand academic workflows

Existing Alternatives

Do Nothing
(Majority default)

Manual Cleanup
(75% of students)

Cloud Storage Upgrades
(15% of students)

Generic Cleaners
(10% of students)

02 Solution

Privacy-First Scanning:
Metadata-only (name, size, date, hash)
Never reads file contents

Exam-Aware Intelligence:
Auto-detects exam periods (>15 study files/7 days)

Safe Operations:
Recycle bin or smart archive first with 30-day restore window

03 Key Metrics

Activation Rate (Primary KPI):
Metric: % of downloads completing first cleanup
Target: >40%

Academic Cycle Retention:
Metric: % returning for post-exam cleanup
Target: >60%

04 Unique Value Proposition

"The only exam-aware cleanup tool that respects student privacy while transforming digital clutter into organized knowledge."

High-Level Concept

"CleanCrush is **GitHub for student files**—automatically organizing, archiving, and cleaning your academic work with exam-cycle intelligence and privacy guarantees."

05 Unfair Advantage

Student-Built Student Intelligence:
Built by actual students solving actual problems

Privacy-First Architecture:
Can't leak data we never access

Rust Performance + Safety:
5MB binary, no dependencies, memory-safe

06 Channels

Developer-First Channels
Primary: GitHub Ecosystem
Secondary: Developer Communities

Student-Focused Channels
Primary: Academic Subreddits
Secondary: Study Tool Ecosystems

07 Customer Segments

Tier 1: STEM University Students (5M+ globally)

Tier 2: Graduate Researchers (1M+)

Tier 3: Online Learners (10M+)

Early Adopters

Rust Student Developers
Who: CS students learning Rust

Privacy-Conscious STEM Students
Who: Engineering students with sensitive data

08 Cost Structure

FIXED COSTS
Developer time: 10 hrs/week (\$0 - sweat equity)
GitHub Pro: \$0 (free for students)
Domain: \$0 (github.io)
Total Fixed: \$0/month

VARIABLE COSTS
CI/CD minutes: \$0 (3,000 free/month on GitHub)
Support time: 5 hrs/week (\$0 - your time)
Documentation: 2 hrs/month (\$0)
Total Variable: \$0/user

SCALING COSTS (if >100k users)
Custom domain: \$12/year
CI/CD upgrade: \$50/month
Support tools: \$20/month
Total at Scale: ~\$82/month

09 Revenue Streams

TIER 1: STUDENTS (Free)
CleanCrush CLI: \$0 forever
All core features included

TIER 2: PRO FEATURES
Price: \$4.99/semester or \$14.99/year
Features: Cloud sync, advanced search, priority support

TIER 3: CAMPUS LICENSING
Price: \$499/year per 1,000 seats
Features: IT dashboard, department reports, training