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|  |  | Designed for: | | | | | Designed by: | | Date: | | Version: |
| **Lean Canvas** | | Aviation Technology Hackathon | | |  | | StratoSafe |  | Nov 1, 2020 |  |  |
|  |  |  | | | | |  | |  | | |
| **Problem** | **Solution** | | **Unique Value Proposition** | | | **Unfair Advantage** | | | **Customer Segments** | | |
| • Passenger Experience  • There is no contactless virtual assistance at the airport  • No way to receive airport announcements on your device, translate and listen them in different languages  • Revenue generation  • Not leveraging advertisement or chatbot technology as a revenue source | • Passenger Experience  • We created a web application prototype which allows passengers to receive airport announcements as notifications and also allows them to translate and listen to them in different languages of their choice  • Integrated chatbot (contactless airport virtual assistance)  • Revenue generation  • Advertising space on web application  • Chatbot redirection to the websites where people can complete their order | | The unique value proposition is accessibility (ease of use) for example the announcements as its hard sometimes for some users to listen to or follow announcements. Through our WebApp customers can translate and listen to announcements in multiple languages.  the features which promote (safety) making travelling safe during these times using technology (peace of mind)  As our segment is diverse we want to make sure its accesible to everyone. | | | | First mover Advantage  The way we design our webapp is unique. For example how we code the webapp, the UI design, the way we implement our webapp and the implemented features within the webapp, unique features, the industry connections we make, how easy is it to use our webapp and how we shape the app using continous development, the speed of how we evolve the webapp keeping in mind the different users feedback making it unique and considering all customers’ feedback such as those received by the respondents of the interview . | | Target Customers   1. travelling through Halifax Stanfield airports mainly frequent travellers, people who are not familiar with the airport layout and people who want to layover at Halifax stanfield airport, we want to create value for them. Plans to scale to medium to large size airports in the long term after a successful few years at Halifax Airport. 2. The Airport itself as a customer as they would be using our webapp data while maintaining confidentiality for features such as providing passengers the boarding ticket for their flight or reserving a cabin in the lounge.   Demogramoics: age group (16+, non english speaker, widely spoken languages  Geographical: Halifax  Behaviourial: deaf/blind | | |
| **Existing Alternatives** | **Key Metrics** | | **High-Level Concept** | | | | **Channels** | | **Early Adopters** | | |
| List how these problems are solved today.  No existing alternatives for announecments feature.  AWS Lex chatbot, but it is hard to integrate | Key activities you measure  · The Number of people intervied who filled pout the questionnaire form from different backgrounds.  · Potential number of users.  Testing it with different use cases/scenarios.  Customer acquision cost  Churn rate  Daily website vistors | | A cross-platfrom WebApp that will  allow customers to receive airport  Announcements as notifications that  They can read and listen in mutiple  Languages. It will also have an  Integrates chatbot. | | | | Path to customers   * An easy to use WEBAPP and using social media to market the app. * Making the webapp mandatory in a fixed term renewable contract with the Halifax Airport. | | List the characteristics of your ideal customers.  Customers looking for a convienient service while using the Airport to commute. | | |
| **Cost Structure** | | | | **Revenue Structure** | | | | | | | |
| List your fixed and variable costs: Salary, rent are fixed cost and wages are variable cost  Customer acquisition costs: Marketing and sales (  Distribution costs:  Hosting: Initial payment inorder to setup the webapp and roughly $20,000 per year for maintainence.  People:  Staff hired full-time and part-time can be 30 employees $95,000 (due to software engineers)  Etc. | | | | * List your sources of revenue The revenue sources are advertising on app, paid parking/storage spaces, paid socially distanced spaces, chatbot redirects sales. * Revenue Model: Yearly or multiple year licensing contract with the Airport * Life Time Value: (Constant renewable term) Infinite * Revenue * Gross Margin * The revenue sources are advertising on app, paid parking/storage spaces, paid socially distanced spaces, chatbot redirects sales, * The revenue model will be yearly licensing contract to the airport so they can make it free for the passengers unless they would prefer a premium version for a subscription fee. * Government and no-profit organizations funding * Partnership with airlines and airports (licensing and yearly subscription) * Small business loans * : | | | | | | | |
| Lean Canvas is adapted from The Business Model Canvas ([www.businessmodelgeneration.com/canvas](http://www.businessmodelgeneration.com/canvas)). Word implementation by: Neos Chronos Limited ([https://neoschronos.com](https://neoschronos.com/)). License: [CC BY-SA 3.0](https://creativecommons.org/licenses/by-sa/3.0/) | | | | | | | | | | | |