The Lean Canvas

Problem

- Local organizations lack tools to interpret large volumes of community feedback, surveys, and civic data.
- Nonprofits and grassroots groups struggle to justify funding without clear insights.
- Traditional analytics tools are expensive, hard to use, or not tailored to community voices.

Existing Alternatives

- **Tableau** – Powerful but expensive and requires technical expertise. Not civic-focused.
- **Power BI** – Enterprise-grade, complex setup, lacks narrative storytelling.
- **Google Data Studio** – Free but limited and manual. No LLM-based insights.
- **SurveyMonkey** – Good for data collection; limited insight generation.
- **Qualtrics** – High-end features, but too expensive for smaller community groups.
- **Hootsuite Insights** – Captures mentions, not meaning or community trends.

Solution

- Web-based platform with natural language interface
- Pre-built connectors to social media, surveys, civic portals
- LLM-powered analysis (themes, trends, sentiment, narratives)
- Downloadable grant-ready reports and visual dashboards

Key Metrics

- Number of active dashboards created
- Weekly active users (WAU)
- Engagement with insight queries and downloads
- New orgs onboarded per month

Unique Value Prop.

Turning community voices into action — AI-powered insights from the data local groups already collect.

High-Level Concept

"CommunityInsight.AI is like ChatGPT meets Tableau or PowerBI — for communities."

(or)

"Think of it as Airtable + AI for civic feedback — no spreadsheets needed."

Unfair Advantage

- Purpose-built for civic use cases, not generic BI
- Designed to be non-technical and narrative-driven
- Ethical AI practices (no surveillance, transparent sourcing)
- Early traction and branding via GenAI Incubato

Channels

- Strategic partnerships with civic tech orgs
- Direct outreach to nonprofits and school districts
- Conferences (e.g., Code for America, NTEN)
- Webinars and demo days with GenAI Incubator

Customer Segments

- Local governments (city councils, planning commissions)
- Nonprofits and social impact organizations
- School districts and PTAs
- Community foundations and coalitions
- Concerned Local Resident

Early Adopters

- **Nonprofits** preparing grant applications who need to extract insights from surveys or feedback forms
- **School district communications teams** looking to make sense of parent/community responses
- **Local gov departments** exploring public sentiment around events or policies
- **Community coalition leaders** tracking engagement on Facebook, Eventbrite, or digital town halls
- **Civic incubators or data-for-good programs** needing easy, ethical insights
- **Concerned Local Resident w**ants to understand what's happening in their neighborhood and hold local officials accountable.

Cost Structure

- Cloud compute & storage for AI workloads
- Engineering and maintenance
- Data connectors/API integrations
- Customer success and community support

Revenue Streams

- Token-based access: Free tier for limited use, premium for full access
- Organizational subscriptions
- White-label partnerships with local governments