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| **Lean Canvas** | |  | | |  |  |  |  |  |  |
|  |  |  | | | |  | |  | | |
| **Problem** | **Solution** | | **Unique Value Proposition** | | | **Unfair Advantage** | | **Customer Segments** | | |
| Top 3 problems | Top 3 features | | Single, clear and compelling message that states why you are different and worth buying | | | Can’t be easily copied or bought | | Target Customers | | |
| **Existing Alternatives** | **Key Metrics** | | **High-Level Concept** | | | **Channels** | | **Early Adopters** | | |
| List how these problems are solved today. | Key activities you measure | | List your X for Y analogy  (e.g. YouTube = Flickr for videos) | | | Path to customers | | List the characteristics of your ideal customers. | | |
| **Cost Structure** | | | | **Revenue Structure** | | | | | | |
| List your fixed and variable costs.  Customer acquisition costs  Distribution costs  Hosting  People  Etc. | | | | List your sources of revenue.  Revenue Model  Life Time Value  Revenue  Gross Margin | | | | | | |
| 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>). License: [CC BY-SA 3.0](https://creativecommons.org/licenses/by-sa/3.0/) | | | | | | | | | | |

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| **Lean Canvas** | | Google | | |  | Team: - OLAPPED |  | 8th Sept, 2023 |  | 3 |
| **Solution** |  |  | | | |  | |  | | |
| **Problem**  Too much information available on the internet, difficult to find relevant documents | Relevant search results, provided quickly and with a simple process | | Access to a huge amount of online information, with a superior system of finding relevant results  **Unique Value Proposition** | | | **Unfair Advantage** | | People searching for information on the internet  **Customer Segments** | | |
| Need remotely accessible data/computing resources | Readily available, easily scalable, and simple to use cloud services | | User-customizable, readily available computing services, without the need to build out physical infrastructure | | | Brand recognition  Dominant market share (search) | | People who need cloud services (storage/computing) | | |
|  | **Key Metrics** | | **High-Level Concept**  Google provides superior computing and information services to existing alternatives | | | **Channels**  Advertisements  Word of mouth | | **Early Adopters**  Yahoo!, | | |
| Earlier search engines (Yahoo!)  **Existing Alternatives**  Develop your own remote server | # of searches per day  Total size of data stored in Google cloud | |  | | |  | |  | | |
| **Cost Structure**  Server hardware | | | |  | | | | | | |
| Marketing  Salaries  Product development | | | | Users pay to access Google’s cloud services  Advertisers pay to have their ads displayed to Google product users  **Revenue Structure** | | | | | | |
| 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>). License: [CC BY-SA 3.0](https://creativecommons.org/licenses/by-sa/3.0/) | | | | | | | | | | |

- Google Cloud Services is not a startup, it is an established company with an established product.

- Avoid things for which data is difficult to get like “Migration of Virtual Machines”.

- We mistook the “Problem” box as problem of the company i.e., Google Cloud Services but the video tells us it is/are the problem(s) the company is solving.

- Whenever you work, please update the version to the next number than the one you are working on, I have numbered this as the 2nd Version as this is the second one derived by editing thew 1st Version we created in class.

What is the mission of Google Cloud?

<https://www.google.com/search?sca_esv=563382129&sxsrf=AB5stBjyXqP1ELsrvgbtvXtHEvc-rXi_2Q:1694090301425&q=what+is+the+mission+of+google+cloud%3F&sa=X&ved=2ahUKEwim2YiVwpiBAxU1kIkEHbt2CaYQ1QJ6BAhJEAE&biw=1054&bih=553&dpr=2>

<https://fourweekmba.com/google-cloud-business-model/#:~:text=Google%20Cloud%20revenues%20consist%20primarily,a%20consumption%20or%20subscription%20basis>.

(Google Cloud Business Model)

<https://www.google.com/search?q=Google+Cloud+Cost+Structure&oq=Google+Cloud+Cost+Structure&gs_lcrp=EgZjaHJvbWUyBggAEEUYOTIICAEQABgWGB4yCggCEAAYhgMYigUyCggDEAAYhgMYigUyCggEEAAYhgMYigUyCggFEAAYhgMYigXSAQg5MzA0ajBqN6gCALACAA&sourceid=chrome&ie=UTF-8>

(A simple Google Search trying to find Google Cloud Cost Structure)

Trying to find online datasets about GCP/GCS and Cloud Computing Market (GCS Vs AWS Vs Microsoft Azure) online free: -

<https://alexpucher.com/blog/2015/06/29/cloud-traces-and-production-workloads-for-your-research/>

<https://www.quora.com/Are-there-any-datasets-for-cloud-computing-services>

<https://www.kaggle.com/datasets>

<https://www.quora.com/Is-there-any-reliable-free-or-cheap-data-on-the-cloud-computing-market>

<https://www.quora.com/What-benefits-do-Googles-cloud-services-provide-over-AWS>

<https://www.quora.com/Why-is-AWS-still-the-largest-cloud-even-though-Google-and-Microsoft-both-have-far-superior-internal-infrastructure-and-technology-compared-to-Amazon>

<https://www.quora.com/Where-can-I-find-large-datasets-open-to-the-public>

<https://github.com/google/cluster-data>

<https://www.marketresearchfuture.com/reports/cloud-computing-market-1013> (This is a report)

<https://careerfoundry.com/en/blog/data-analytics/where-to-find-free-datasets/>

<https://datahub.io/collections>

<https://datahub.io/higorspinto/cloud-storage-prices> (Atlast some real data)

<https://www.geeksforgeeks.org/top-8-free-dataset-sources-to-use-for-data-science-projects/>

<https://www.pluralsight.com/resources/blog/cloud/aws-vs-azure-vs-gcp-cloud-comparison-databases>

<https://aws.amazon.com/opendata/?wwps-cards.sort-by=item.additionalFields.sortDate&wwps-cards.sort-order=desc>

(Open Data on AWS – General Data)

<https://azure.microsoft.com/en-us/products/open-datasets>

(Open Data on Microsoft Azure – General Data)

<https://library.yu.edu/capstonedatasets/getdatasets>

<https://appinventiv.com/blog/aws-vs-azure-vs-google-cloud/>

<https://www.statista.com/statistics/1258201/google-cloud-number-of-databases-solutions/>

<https://kinsta.com/blog/google-cloud-hosting/#1-outstanding-availability-and-uptime>